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# **THE CREATIVE CONNECTION**

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**E V E N T   G U I D E**



# THE CREATIVE CONNECTION

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## INTRODUCTION

### Welcome to **THE CREATIVE CONNECTION 2011!**



I, Jo Packham, original co-founder of TCC and Brandy Shay, Director of Operations for TCC would like to personally welcome you to year two of The CREATIVE CONNECTION—our 3-day conference, handmade extravaganza, and shopping emporium for creative women and women entrepreneurs—and to thank you for being such an important part of “us”! This is your time to learn, create, shop, share, connect, inspire, and laugh with friends both old and new. We know that THE CREATIVE CONNECTION will give you the information, inspiration, and tools you need as you continue to express your heart with your hands ....whether that be with food, handmade, or on-line.

THE CREATIVE CONNECTION is unprecedented! It brings together the worlds of handmade, food, business, eCommerce, social media, and technology in a range that covers basic to advanced and everything in between. You will hear the most popular, influential, inspirational women in their fields; you will shop for unique handmade works of art in THE MARKET PLACE; you will be students of the most creative DIYer’s, foodies, and bloggers in the industry today.

You will meet our Presenting Sponsor: Sterling Publishing; our Partners: BlogHer Handmade, MaryJanesFarm, and Vogue Knitting as well as our most prestigious sponsors: McDonald’s and Starbucks. But you must also introduce yourselves to the cast of supportive sponsors without all of whom there would be no conference.

Spend one of 5 event meals with our celebrated keynote speakers; meet more than 50 authors who will personally autograph their latest publications; have dinner with sponsors who are with us to help us reach our individual goals; take classes from teachers you have always wanted to meet; sit in on panels with well-known women who are the very best and most experienced in their chosen fields.

At the end of the day, we want you to remember that this time and this event were created for you ... so that you can take a moment for yourself to do what you love to do, learn what you need to know to turn your passion into a business, and connect with women who can help, support, and inspire. It is our wish that you create those things that have meaning for you and that you make new memories and friends that will last forever.

Please be our guest, indulge yourself, and have an absolutely fabulous time!

Much love always,

*Jo Packham* *Brandy Shay*

P.S. We also want you to know that we have decided to “go green” with our digital brochure! You can print this digital document out if you like, as we will not be distributing printed copies at the event. We hope you support us in this eco-smart decision.



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## SCHEDULE | THURSDAY, Sept 15th

TIME	ACTIVITY
9:00 am - 10:15 am	BlogHer Welcome/Speed Dating with Continental Breakfast
10:30 am - 11:45 am	Breakout Session #1A: Content & Community Building (Beginning)-Your Social Media Solar System
10:30 am - 11:45 am	Breakout Session #1B: Content & Community Building (Intermediate-to-Advanced)-Building Community Around Craft
11:45 am - 1:15 pm	Keynote Luncheon - Nora Abousteit, Becky Higgins and Stacy Julian
1:30 pm - 5:30 pm	Pitch Slams
1:30 pm - 2:45 pm	Breakout Session #2A: Growing Your Reach (Beginning)-Using Content and Community to Grow Your Reach
1:30 pm - 2:45 pm	Breakout Session #2B: Growing Your Reach (Intermediate-to-Advanced)-Using Technology to Grow Your Reach: Search Engine Optimization (SEO)
3:00 pm - 4:15 pm	Breakout Session #3A: Monetization and Business Models (Beginning)-Introduction to Monetization Models for Creative Bloggers
3:00 pm - 4:15 pm	Breakout Session #3B: Monetization and Business Models (Intermediate-to-Advanced)-Craft + Money: The Next Steps
4:45 pm - 5:45 pm	Closing Session: The intersection of craft, passion and sustainability
6:30 pm - 9:00 pm	Welcome Dinner, Featuring Keynote Speakers Cristina Ferrare and Holly Becker



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## SCHEDULE | **FRIDAY Morning, Sept 16th**

TIME	ACTIVITY	
<b>Morning Classes: TCC Handmade (Day 1)</b>		
8:00 am - 9:30 am	Essential Hand Stitches for Garment Making by BurdaStyle and Gretchen Hirsch	Burda Style and Gretchen Hirsch
8:00 am - 11:00 am	Photo Styling: Producing Professional Photo Shoots that Suit Your Brand	Becki Crosby
8:00 am - 11:00 am	Cage Contender-Whimsically Edgy Pendant	Brenda Schweder
8:00 am - 11:00 am	Record Cylinder Tree, Ornament and Card Holder	Cathe Holden
8:00 am - 11:00 am	Fun with Screen Printing	Celina Mancurti
8:00 am - 11:00 am	The Book Bag	Charlotte Lyons
8:00 am - 11:00 am	Romancing the Wristlet	Debbie Murray and Shea Fragoso
8:00 am - 11:00 am	Photography for Knitters & Craft Bloggers	Gale Zucker
8:00 am - 11:00 am	Hooray for Cake	Jenny Heid and Aaron Nieradka
8:00 am - 11:00 am	Bibelot Charme Workshop	Kaari Meng and Wendy Addison
8:00 am - 11:00 am	Online Workshops 101: How to Create and Teach in Your Own Cyber Classroom	Kathy Cano-Murillo
8:00 am - 11:00 am	The Poetic Painter	Laurie Meseroll
8:00 am - 11:00 am	Wrapping and Crafting with Japanese Washi Tapes	Leslie Shewring
8:00 am - 11:00 am	Illustrating Children's Books A-Z	Lisa McCue
8:00 am - 11:00 am	Illustrated Travel Journal	Lizzy House
8:00 am - 11:00 am	Children's Books 101-Becoming a Published Author	Marilyn Scott-Waters
8:00 am - 11:00 am	Woven Copper Jewelry	Mary Hettmansperger
8:00 am - 11:00 am	Alice's Marvelous Monogrammed Prize Ribbon	Princess Lasertron
8:00 am - 11:00 am	Discovering Y.O.U.-Marketing your Creative Business	Traci Bautista
8:30 am - 9:40 am	TCC Morning Panel #1 – Self Publishing	
8:30 am - 9:30 am	Etsy Critique and Round Table: Revamp your Etsy Shop for success session 1	
9:30 am - 10:30 am	Etsy Critique and Round Table: Revamp your Etsy Shop for success session 2	
10:00 am - 11:10 am	TCC Morning Panel #2 – Working with a Sponsor: What does it mean and how do you find one?	
11:45 am - 1:15 pm	Keynote Luncheon - BlogHer co-founders Elisa Camahort Page and Jory Des Jardins	



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## SCHEDULE | **FRIDAY Afternoon, Sept 16th**

TIME	ACTIVITY	
1:30 pm - 9:30 pm	TCC Market Place Open	
<b>Afternoon Classes: TCC Handmade (Day 1)</b>		
2:30 pm - 5:30 pm	Professional Image: Distinguishing Your Personal Style as your Professional Identity	Becki Crosby
2:30 pm - 5:30 pm	Woodland Sewing Set	Betz White
2:30 pm - 5:30 pm	Reverse Canvas Winter Scene with Photos	Cathe Holden
2:30 pm - 5:30 pm	Fun with Screen Printing	Celina Mancurti
2:30 pm - 5:30 pm	Home is Here Textile Banner	Charlotte Lyons
2:30 pm - 5:30 pm	Creative Writing for Beginners	Colleen Houck
2:30 pm - 4:30 pm	Photography to Boost Your Creative Voice (Basic Digital)	Diane Cu and Todd Porter
2:30 pm - 5:30 pm	Count Your Blessings Necklace	Debbie Murray and Shea Fragoso
2:30 pm - 5:30 pm	Photography for Knitters & Craft Bloggers	Gale Zucker
2:30 pm - 5:30 pm	Lovely Ladies, Layers & Lines	Jenny Heid and Aaron Nieradka
2:30 pm - 5:30 pm	Boite de Bijoux Workshop	Kaari Meng and Wendy Addison
2:30 pm - 5:30 pm	The Poetic Painter	Laurie Meseroll
2:30 pm - 5:30 pm	Inspiration Boards	Leslie Shewring
2:30 pm - 5:30 pm	Jewelry-Making Basics	Lisa Leonard
2:30 pm - 5:30 pm	Looped Jewelry	Mary Hettmansperger
2:30 pm - 5:30 pm	Brave Girl Soulbook	Melody Ross
2:30 pm - 5:30 pm	Signature Button and Felt Flower Headband	Princess Lasertron
2:30 pm - 5:30 pm	Law-Maze™	Rebekah Teal
2:30 pm - 5:30 pm	When I See You – Frame	Stacy Julian and Wendy Smedley
2:30 pm - 5:30 pm	Repurposed Paper — Gift Bows and Paper Beads	Tiffany Threadgould
2:30 pm - 5:30 pm	DREAM BIG Business Art Journal	Traci Bautista
2:30 pm - 3:40 pm	TCC Afternoon Panel #1 – Agents, Publicists and Brand Consultants: Who are they and what can they do for you?	
3:30 pm - 5:00 pm	Cooking Class- Terry Walters: Make a CLEAN START – Your Good Health Made Easy and Delicious!	
4:00 pm - 5:10 pm	TCC Afternoon Panel #2 – Creating Community through e-Commerce	
6:30 pm - 9:30 pm	Autograph Cocktail Party @ Market	





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## SCHEDULE | SATURDAY Morning, Sept 17th

TIME	ACTIVITY	
8:00 am - 10:30 am	VIP Breakfast Panel – Women Entrepreneurs - Janine Vangool, Kelly Rae Roberts, Karen Walrond, Leigh Standley, Melody Ross and Susan Branch	
10:00 am - 6:00 pm	TCC Market Place Open	
11:00 am - 12:30 pm	Cooking Class-Carolyn Robb and Sarah Champier-TasteBud's Floral Kitchen – An English Country Garden Afternoon Tea	
<b>Morning Classes: MaryJanesFarm</b>		
11:00 am - 2:00 pm	Guilt-free Gorgeous Foodie Gifts Obsessively Healthy but Delicious Goodies with Über Creative Packaging!	Julie Cove
11:00 am - 2:00 pm	Creating Fabulous Parties	Kim Stoegbauer
11:30 am - 1:00 pm	Food as Medicine	Erin Livers
11:30 am - 1:00 pm	DIY Cheesemaking	Janet Hurst
11:30 am - 1:00 pm	Naturally Sweet: Healthy Baking is Delicious Too!	Laura C. Martin
11:30 am - 1:00 pm	Organic Eating on a Budget	Lisa Kivirist
<b>Morning Classes: TCC Handmade (Day 2)</b>		
11:00 am - 2:00 pm	Photo Styling: Producing Professional Photo Shoots that Suit Your Brand	Becki Crosby
11:00 am - 2:00 pm	Reversible Bucket Hat with Felt Flower	Betz White
11:00 am - 2:00 pm	Record Cylinder Tree, Ornament and Card Holder	Cathe Holden
11:00 am - 2:00 pm	Fun with Screen Printing	Celina Mancurti
11:00 am - 2:00 pm	The Book Bag	Charlotte Lyons
11:00 am - 2:00 pm	Romancing the Wristlet	Debbie Murray and Shea Frago
11:00 am - 2:00 pm	Hooray for Cake	Jenny Heid and Aaron Nieradka
11:00 am - 2:00 pm	Bibelot Charme Workshop	Kaari Meng and Wendy Addison
11:00 am - 2:00 pm	Online Workshops 101: How to Create and Teach in Your Own Cyber Classroom	Kathy Cano-Murillo
11:00 am - 2:00 pm	Studio Alchemy – Handmade Studio Art	Laurie Meseroll
11:00 am - 2:00 pm	Wrapping and Crafting with Japanese Washi Tapes	Leslie Shewring
11:00 am - 2:00 pm	Loopy Loop Earrings	Lisa Leonard
11:00 am - 2:00 pm	Illustrated Travel Journal	Lizzy House
11:00 am - 2:00 pm	Sun & Surf Tote	Patty Young
11:00 am - 2:00 pm	Button-Tufted Family Tree	Stacy Julian and Wendy Smedley
11:00 am - 2:00 pm	Making a living as an Artist	Traci Bautista
11:00 am - 12:10 pm	TCC Morning Panel #1 – How to Turn Your Passion for Food into a Business	
12:30 pm - 1:40 pm	TCC Morning Panel #2 – Creating an Event	



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## SCHEDULE | SATURDAY Afternoon, Sept 17th

TIME	ACTIVITY	
1:15 pm - 2:45 pm	Cooking Class-Cristina Ferrare-Big Bowl of Tomatoes	
<b>Afternoon Classes: MaryJanesFarm</b>		
2:30 pm - 4:30 pm	Going Vegan	Kathy Hester
2:30 pm - 5:30 pm	Five Super Nutritious Meals for Busy Crafting/Blogging Gals & Moms to Jump Start Your Creative Genius!	Julie Cove
2:30 pm - 5:30 pm	Creating Fabulous Parties	Kim Stoegbauer
3:30 pm - 5:00 pm	Jam Session: How to make your own homemade jam!	Ashley English
3:30 pm - 5:00 pm	Food as Medicine	Erin Livers
3:30 pm - 5:00 pm	Bread the MaryJane Way	MaryJane Butters
3:30 pm - 5:30 pm	Launch Your Farm Dream!	Lisa Kivirist
<b>Afternoon Classes: TCC Handmade (Day 2)</b>		
2:30 pm - 5:30 pm	Professional Image: Distinguishing Your Personal Style as your Professional Identity	Becki Crosby
2:30 pm - 5:30 pm	Wrangled Bangles	Brenda Schweder
2:30 pm - 5:30 pm	Home is Here Textile Banner	Charlotte Lyons
2:30 pm - 5:30 pm	Count Your Blessings Necklace	Debbie Murray and Shea Fragoso
2:30 pm - 5:30 pm	Boite de Bijoux Workshop	Kaari Meng and Wendy Addison
2:30 pm - 5:30 pm	Studio Alchemy – Handmade Studio Art	Laurie Meseroll
2:30 pm - 5:30 pm	Inspiration Boards	Leslie Shewring
2:30 pm - 5:30 pm	Jewelry-Making Basics	Lisa Leonard
2:30 pm - 5:30 pm	Paper Fun with the Toymaker	Marilyn Scott-Waters
2:30 pm - 5:30 pm	I Have An Idea-Vintage Canvas	Melody Ross
2:30 pm - 5:30 pm	French Window Pillow Cover	Patty Young
2:30 pm - 5:30 pm	Law-Maze™	Rebekah Teal
2:30 pm - 5:30 pm	Repurposed Paper — Gift Bows and Paper Beads	Tiffany Threadgould
2:30 pm - 5:30 pm	ArtJOURNALING Daily	Traci Bautista
4:00 pm - 5:30 pm	Writing a Successful Sewing Blog with BurdaStyle.com and Gretchen Hirsch	Burda Style and Gretchen Hirsch
3:30 pm - 5:00 pm	Cooking Class - Edible Images: Food Photography and Styling that Make People Want to Eat Your Photographs	
6:00 pm	Cupcake Farewell	



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## BLOGGER PANELS | THURSDAY, Sept 15th

### **BREAKOUT SESSION #1A: CONTENT & COMMUNITY BUILDING (BEGINNING)-YOUR SOCIAL MEDIA SOLAR SYSTEM**

TIME: 10:30 am - 11:45 am  
MODERATOR: **Erica Mauter**

PANELISTS: Kathy Cano-Murillo, Nancy Malay, Stacie Tamaki

Website, Blog, Facebook, Twitter, Flickr, Etsy, Tumblr, LinkedIn, Instagram, Pinterest, etc. The social media universe keeps expanding, and most of us swing between thinking we obviously must use every single tool and app out there to raise our profile and thinking that it's all a waste of time without any return on the investment of our time and energy. The answer may be to choose one or two platforms to be the sun in your social media solar system and let all of the other tools and apps and channels be the planets and satellites that revolve around your primary platform. This panel will review the various social media opportunities and their strengths and weaknesses as a vehicle to feature your crafty work.

### **BREAKOUT SESSION #1B: CONTENT & COMMUNITY BUILDING (INTERMEDIATE-TO-ADVANCED)-BUILDING COMMUNITY AROUND CRAFT**

TIME: 10:30 am - 11:45 am  
MODERATOR: **Megan Jordan**

PANELISTS: Corinne Leigh, Marie LeBaron, Mena Trott

Many creatives are finding the most success when their online content is more about their community than about themselves. Challenges, projects, contests, collaboration... all of this can be a significant part of your online presence, and this panel will provide guidance from bloggers who have not just built businesses, but are building true-blue community around a shared love of a particular craft.

### **BREAKOUT SESSION #2A: GROWING YOUR REACH (BEGINNING)-USING CONTENT AND COMMUNITY TO GROW YOUR REACH**

TIME: 1:30 pm - 2:45 pm  
MODERATOR: **Crissy Herron**

PANELISTS: Amy Turn-Sharp, Becky Jorgensen

Learn all the basic advice about building your blog traffic, encompassing content, community and marketing solutions. Presented in a simple timeline format allowing you to tackle the simplest tasks first and work your way up to more complicated approaches over time, the goal is to be able to see traffic results after the first 30 days!

### **BREAKOUT SESSION #2B: GROWING YOUR REACH (INTERMEDIATE-TO-ADVANCED)-USING TECHNOLOGY TO GROW YOUR REACH: SEARCH ENGINE OPTIMIZATION (SEO)**

TIME: 1:30 pm - 2:45 pm  
PRESENTER: **Connie Benson**

A strong foundation of great content and a solid engaged community is a must for any long-term sustainable online site, but the fact remains that a large portion of your traffic is likely still coming from search engines. And if it's not? It could be. SEO is not an option, it's a must-have for any blogger serious about growing their reach. The goal of this session is to take your SEO past the basic steps and plug-ins you may already employ and help you get even more out of the technology available to you. Now, keeping those folks around once the search engine brings them there? That's your job.





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## BLOGGER PANELS | THURSDAY, Sept 15th

### **BREAKOUT SESSION #3A: MONETIZATION AND BUSINESS MODELS (BEGINNING)-INTRODUCTION TO MONETIZATION MODELS FOR CREATIVE BLOGGERS**

TIME: 3:00 PM - 4:15 PM  
MODERATOR: **Wendy Piersall**

PANELISTS: Amanda Rettke, Gina Luker, Traci Bautista

This panel will review the basic models for monetizing your blog and online presence, with and without the sale of goods, including: 1. Making money with your blog: Advertising, affiliate sales, sponsorship, all methods that live on your blogs, and where it's more likely to be a numbers game, i.e. the more traffic, the more money you typically make 2. Making money because of your blog: Using your blog as a platform to establish your expertise and as a platform for your skills, helping you to secure freelance, consulting, speaking, teaching and other gigs. 3. eCommerce: On your blog or via Etsy and other third party sites.

### **CLOSING SESSION: THE INTERSECTION OF CRAFT, PASSION AND SUSTAINABILITY**

TIME: 4:45 pm - 5:55 pm  
MODERATOR: **Jory Des Jardins**

PANELISTS: Kathy Cano-Murillo, Karen Walrond, Mena Trott

How do you balance your passion to share and encourage with your need to sustain your life and your business? Bloggers, like so many other creatives, often experience a conflict between their love of art, desire for authenticity and pride in valuing their work. Does the online space create a way for "starving artist" to become an oxymoron? Or is it only a promotional tool for offline pursuits that will be what really sustains you?

### **BREAKOUT SESSION #3B: MONETIZATION AND BUSINESS MODELS (INTERMEDIATE-TO-ADVANCED)- CRAFT + MONEY: THE NEXT STEPS**

TIME: 3:00 pm - 4:15 PM  
MODERATOR: **Tara Gentile**

PANELISTS: Alicia DiRago, Anne Kuo Lukito, Megan Auman

If you're already making money with your creative blog or business, this panel will take a deeper dive into the ramifications of monetizing, and how to take it even further. Like any business, yours should probably have multiple streams of revenue, and you should be investing some of your efforts into being able to understand and articulate: - The true value of your work - How you are different from other artisans in the market, and why it matters - How you are developing new products that don't just express your artistic vision, but deliver what your customers want and need



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## TCC PANELS | FRIDAY, Sept 16th

### TCC MORNING PANEL #1 – SELF PUBLISHING

TIME: 8:30 am - 9:40 am

MODERATOR: Nancy Soriano - F+W Media

PANELISTS: Amy Barickman-Vintage Notions (self-published hardbound), Amy Powers-Inspired Ideas (self-published online magazine), Janine Vangool - UPPERCASE (self-published magazines and books), Terry Walters - Clean Food and Clean Start (self-published hardbound)

The world of book and magazine publishing is changing moment by moment. Now, we all can be publishers. But what exactly does that mean? Is it simpler than it sounds? How do you find and make the contacts? How do you distribute your book or magazine? Is it better to self-publish online or in print? Learn from top industry professionals with self-publishing expertise!

### TCC MORNING PANEL #2 – WORKING WITH A SPONSOR: WHAT DOES IT MEAN AND HOW DO YOU FIND ONE?

TIME: 10:00 am - 11:10 am

MODERATOR: Lorelee Choate - Lorelee's Looney Tunes

PANELISTS: : Allison Gatta-GE, Jenny Lauck-BlogHer, Jessica Rau-McDonalds, Laurie Turk-Tip Junkie

Do you know the difference between a sponsor and an advertiser? Do you how a sponsor might benefit your blog, event, or brand? If you're wondering how to connect with a sponsor, or how to make a "pitch" when you do, be sure to attend this dynamic panel and hear first-hand advice from companies who sponsor creative businesses. They might be looking to reach an audience of readers and customers like yours!

### TCC AFTERNOON PANEL #1 – AGENTS, PUBLICISTS AND BRAND CONSULTANTS: WHO ARE THEY AND WHAT CAN THEY DO FOR YOU?

TIME: 2:30 PM - 3:40 PM

MODERATOR: Margo Tantau - Hallmark

PANELISTS: Caitlin Friedman - Sterling, Leigh Standley - Curly Girl Designs, Stephanie Smirnov-DeVries PR

When you hear about agents, brand builders, and PR teams, do you ever wonder if you need one? What exactly do they do? At which stage in your business are they necessary? Are they worth the expense, or is it possible to promote yourself alone? Hear from the experts themselves who will discuss exactly what they do, and why their work may benefit you!

### TCC AFTERNOON PANEL #2 – CREATING COMMUNITY THROUGH E-COMMERCE

TIME: 4:00 PM - 5:10 PM

MODERATOR: Liv Lane - Choosing Beauty

PANELISTS: Amy Turn Sharp- Little Alouette, Andrea Badgley-Sacred Suds, Sarah Jane Wright-Sarah Jane Studios

One of the buzz words today is "community building"—how we all need to create a community for our businesses and brands. But how do we do that? Come listen to business owners and women who have built community and revenue through e-commerce and an online presence.



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## TCC PANELS | SATURDAY, Sept 17th

### TCC MORNING PANEL #1 – HOW TO TURN YOUR PASSION FOR FOOD INTO A BUSINESS

TIME: 11:00 am - 12:10 pm

MODERATOR: **Beth Nicholls** - Do what you love

PANELISTS: Celeste Shaw – CHAPS & Cake, Laurie Crowell - The Golden Fig, Marie Dwyer - Cooks of Crocus Hill,

Most of us are passionate about food—a particular family recipe, Sunday night dinner, fresh seasonal jams. Others take that passion to another level completely. Whether you're creating a recipe, dressing a stunning table, or writing about either, food and the lifestyle of food have become big business. Hear how these women—a restaurateur, food blogger, and author—started businesses based on their love of food!

### TCC MORNING PANEL #2 – CREATING AN EVENT

TIME: 12:30 pm - 1:40 pm

MODERATOR: **Nancy Soriano** - F+W Media

PANELISTS: Alli Worthington-Blissdom, Andy Krueger-St. Paul Craftstravaganza, Jyl Johnson-Pattee-Evo Conference, Karen Valentine – Where Bloggers Create, Melody Ross-Brave Girl Camp

Have you thought about creating your own event? Would it be large or small? Would it have a single focus, or bring together various topics like business and creativity? How would you start? Where would you host it? Is a partner helpful? How much would it cost? These are just some of the questions to consider before creating a successful event. Hear from top event creators—all with their own niche and perspective. Learn from the pros as they offer tips and ideas about how to differentiate your event and succeed with flying colors, all while growing a business.

### TCC AFTERNOON PANEL #1 – THE NUTS AND BOLTS OF LAUNCHING A CREATIVE BUSINESS

TIME: 3:00 pm - 4:10 pm

MODERATOR: **Beth Nicholls** - Do what you love

PANELISTS: Kathy Hanson-Back Pocket Biz, Kelly Rae Roberts-Kelly Rae Roberts, Linda Ellis - The Dash

Many creative women want to launch a business based on their passion. Where do you begin? How do you manage your time, manage your financials, and understand the legal issues and needs any small and growing business must have? In this panel you will hear from women who have launched their own creative business in design, life coaching, and legal advice. Hear how they have grown their businesses through the ups and downs of juggling and multi-tasking we all face. You will also have the opportunity to hear about—and ask questions on—best practices and best mistakes.

### TCC AFTERNOON PANEL #2 – LICENSING AND COPYRIGHT DESIGN: WHAT DOES IT REALLY MEAN AND HOW DO YOU DO IT?

TIME: 4:30 pm - 5:40 pm

MODERATOR: **Margo Tantau** - Hallmark

PANELISTS: Ingrid Liss-Demdaco, Megan Halsey-Artist and Illustrator, Lilla Rogers-Artist and agent

Do you dream of designing and then licensing your designs to companies? Do you wonder what the process is? Is it lucrative, or more of a brand-building process? Who do you contact? And, what about obtaining copyrights? Learn from this panel of top agents and companies who work with designers interested in licensing their designs to manufacturers and retailers!



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## KEYNOTE SPEAKERS



### BECKY HIGGINS

Becky has a passion for living well and documenting life. Since 1997 she has been authoring books, creating artwork, writing articles, teaching classes, and designing products—all in the name of scrapbooking. In her personal evolution she came to find herself relating to everyone who has said, “Scrapbooking is too time-consuming, too complicated, too expensive, too much.” In 2009, BeckyHiggins.com was born so that she could share solution-based ideas and simple products with everyone who felt the same way, but still wanted to do something special with their pictures and memories. Becky nurtures her creative side by dabbling in various creative projects from floral design to home decor to photography. She also appreciates organization and has a knack for order. And because she can’t keep any of it to herself, Becky’s Blog has gained the reputation of being an uplifting and inspiring place on the web. She’s the girlfriend who will share her favorite finds, most-loved tips, design ideas, tried and true recipes, practical how-to’s, and even videos. There’s always a common goal in everything Becky shares, which is to CULTIVATE A GOOD LIFE. Becky’s faith and family are the center of her world and more important than any creative project or exciting opportunity. Arizona is where she and her husband David are raising their three small children.

Web: [www.beckyhiggins.com](http://www.beckyhiggins.com)

Facebook: [www.facebook.com/pages/Becky-Higgins-LLC/301573840173](http://www.facebook.com/pages/Becky-Higgins-LLC/301573840173)

Twitter: @beckyhigginsllc



### CRISTINA FERRARE

As an accomplished author, television personality, entrepreneur, actress, motivational speaker, blogger, wife, mother, and grandmother, Cristina Ferrare dishes out yet one more curtain call: hosting her own show for OWN: the Oprah Winfrey Network. Cristina Ferrare’s Big Bowl of Love features celebrity guests along with members of

Cristina’s family and friends who serve up great ideas for all kinds of real-life situations. Cristina recently joined the “Oprah family” as a regular contributor, featuring Oprah’s favorite meals, and hosting a series of web cooking classes for Oprah.com—preparing delicious meals for families on tight budgets and little time.

Cristina is a New York Times bestselling author of *Okay, So I Don’t Have a Headache*, *Cristina Ferrare’s Family Entertainment*, and *Cristina Ferrare Style*. Her most recent book, *Realistically Ever After*, is a humorous view of finding happiness when he’s not Prince Charming, you’re not Snow White, and life is not a fairytale. The success of Cristina’s books attest to her expertise in the areas of women’s health and well being, culinary arts, and stylistic design. Her books also reflect her great zest for life and sense of humor. Cristina has just completed her fifth book, a cookbook due out in April, 2011 entitled *A Big Bowl of Love*.

In the early 80’s, Cristina co-hosted *AM Los Angeles*, which was the #1 rated morning television show during her five-year tenure. Among her many TV appearances, she has hosted her own shows: *Cristina and Friends* and a two-hour live show from Universal Studios called *Home and Family*. She has substituted as a co-host on *Good Morning America* and co-hosted numerous times with Regis Philbin on *Live with Regis and Kathie Lee*. Her primetime series for CBS, *Shame on You*, was one of the first magazine format shows that featured consumer fraud and awareness. It set the stage for other prime time magazine formats that followed. For NBC, she co-hosted *Men are from Mars, Women are from Venus* with Dr. Drew Pinsky. At one time, Cristina had three ABC shows on the air at the same time: *AM Los Angeles*, *The Home Show*, and the primetime series *Incredible Sunday*. In feature films, she starred opposite David Niven in *The Impossible Years* and the critically acclaimed *J.W. Coop* with Oscar winner, Cliff Robertson.

In 2006, Cristina, along with partners Brian Thorson and Tim Hosier, designed a line of home accessories that sells domestically and abroad. “Ferrare With Company” products include picture frames, napkin rings, lamps, scented candles, candle sticks, table accessories, and show-stopping, one-of-a-kind mirrors and chandeliers. Swarovski crystals, semi-precious stones, pearls, shells, and metals are placed by hand, piece-by-piece, onto each object and are true works of art. The pieces are sought after by top interior designers around the country and sold to over 60 stores, including Bergdorf Goodman and Barneys. The company has expanded its business to meet the needs of clients in France, Turkey, Istanbul, Dubai, and Saudi Arabia.

Cristina is a sought-after speaker and has spoken at various conventions around the country including the 2004 “The Women’s Conference” where she monitored a session about women’s health and sexual well being. In 2007 she hosted, along with Chef Art Smith, a session on cooking for 300 women! She sits on the board of directors for “The Women’s Conference,” headed by California’s First Lady Maria Shriver. Once a year, over 14,000 women attend the conference for a day of transformation and empowerment. The Women’s Conference encourages women to be their own “Architect of Change” for a better life—for themselves, their families, and their community.





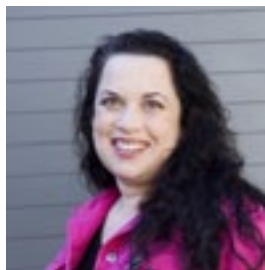
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## KEYNOTE SPEAKERS

Cristina lives in Los Angeles with her husband, entertainment executive Tony Thomopoulos. They have a blended family of seven children and four grandchildren.

Web: [www.oprah.com/food/Meet-Cristina-Ferrare\\_2](http://www.oprah.com/food/Meet-Cristina-Ferrare_2)  
Twitter: @Cristinacooks



### ELISA CAMAHORT PAGE

BlogHer Co-Founder and COO

Elisa Camahort Page co-founded BlogHer, Inc., in 2005 with Jory Des Jardins and Lisa Stone, and serves as the company's COO. Elisa leads events, marketing, public relations and research for the company and with her

leadership, the BlogHer conference business has grown from a single conference hosting 300 attendees in 2005, to five diverse events that will host over 4,000 attendees in 2011. With more than 3,000 attendees expected at this year's annual conference alone, the flagship event is the largest conference for women social media leaders in the world and has been described as "ComicCon for women who blog" by Variety magazine.

Elisa's other major focus is to bring the story of BlogHer and the influence of the women in its community, to life via research, helping BlogHer's customers glean critical insights about how women connect, share and behave online and off. Elisa's work leading BlogHer's consumer insights team, as well as marketing and public relations, has resulted in coverage and profiles from many of the leading media outlets, including the New York Times, the Washington Post, Advertising Age, Forbes, Fast Company, CNN, The Today Show, the Wall Street Journal, and many more.

Elisa is a frequent public speaker, bringing research data about women and online communities to life in recent keynotes at Marketing to Women, MediaBistro Circus, Fem 2.0, New Communications Forum, BlogPaws and WOMMA Marketing Summit and sessions at Web 2.0, SXSW Interactive and CES.

Prior to co-founding BlogHer, Elisa ran a marketing consultancy, Worker Bees, which was among the first companies to integrate corporate marketing strategies into the social media environment. Before bringing her marketing expertise to the Internet industry, Elisa was a senior-level high-tech marketer, helping develop digital infrastructures for voice, video and data delivery. Her last corporate position was as Senior Director of Product Marketing at Terayon Communication Systems, where she managed a team of product managers and five product lines.

Together, BlogHer co-founders Lisa, Elisa and Jory have been named among the most influential women in Web 2.0 and technology by Fast Company (2008, 2009 and 2010), Ernst & Young Entrepreneur of the Year semi-finalists (2010) and among the seven most powerful people in new media by Forbes Magazine (2009). In 2011 they were jointly awarded the PepsiCo Women's Inspiration Award and in 2008, the Anita Borg Institute Social Impact Award. Elisa has been honored as an NCWIT Hero.

As the co-founder of a mission-based for-profit organization, Elisa is a founding Fellow of the Society for New Communications Research and serves on the Board of Directors of the 42nd Street Moon Theatre in San Francisco, the programming advisory committee for SXSW Interactive and the Board of Advisors of the Anita Borg Institute. A native of the Bay Area, she lives in San Jose with her software developer husband.

Web: [www.blogher.com](http://www.blogher.com)



### HOLLY BECKER

Founder of decor8

Holly Becker is the founder and editor of decor8, the internationally-known design site dedicated to delivering fresh design ideas meant to inspire its over 45,000 daily readers to live a more fulfilling, authentic and creative life. Since its launch in January 2006,

decor8 has been mentioned in over 70 national and international publications, in addition to radio and television programs and Blogger ranked it #10 in 2008. Holly is an American freelance journalist, author and design consultant living in Germany while also maintaining a US office in Portsmouth, New Hampshire.

In addition to decor8, she is the founder of the first online e-course about creative blogging, Blogging Your Way, which was launched in March 2009 and includes written lessons, videocasts and podcasts along with a dedicated forum for students to interact with Holly and her co-teachers, Leslie Shewring and Thorsten Becker along with other students. In the past two years, she has taught over 2,000 students worldwide through Blogging Your Way and teaches workshops and classes in-person on decorating and blogging with her most recent being in Morocco for ACE Camps. In addition to decor8, Holly maintains her more personal blog, Haus Maus, which documents her life as an expat living abroad navigating a new culture.





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Holly has worked with a number of top magazines, she was an online columnist for Domino magazine for two years along with parenting magazine, Cookie, and a style editor for both HGTV magazine and their online site. Holly also reported on trends for The Boston Globe's Style and Arts section as a bi-weekly columnist before relocating to Germany. Holly is currently in her fourth year as a weekly columnist for Real Simple magazine online. She has been quoted in and has contributed to a variety of books, which include: Lotta Jansdotter's Handmade Living by Lotta Jansdotter (2010) and The Handmade Marketplace by Kari Chapin (2010).

Her debut book, Decorate: 1,000 Professional Ideas for Every Room in Your Home published by Chronicle Books, just released in the United States and was simultaneously published by Jacqui Small Publishing in London and Murdoch Books in Australia. Decorate will be translated and published in Germany by Callwey Verlag in September 2011 under the title, Lust auf Wohnen.

When Holly isn't working she loves to spend time with her husband, Thorsten, as they both love to comb flea markets for treasures, take photos and spend time outdoors — particularly in the huge forest behind their home. She also loves to decorate, work on craft projects, travel, inline skate and take daily "night walks" with her sweetheart as they have been doing since they first met 12 years ago.

Web: [www.decor8blog.com](http://www.decor8blog.com)

Twitter: @decor8

Facebook: Decor8

campaigns that resonate with bloggers, blog readers and brands. BlogHer's integrated sponsorship model, which combines live events and media channels, has grown to revenue of eight figures trailing for the past two years, during which BlogHer, Inc. was named among the AlwaysOn OnMedia Top 100 for 2011 and Global 250 for 2010, and as one of America's Most Promising Start-ups by BusinessWeek. BlogHer's flagship site, BlogHer.com, was named one of the Top 100 Websites for Women by Forbes in 2010.

Jory is BlogHer's representative on the Interactive Advertising Bureau (IAB) Board of Directors, and serves on the advisory board of start-ups FeedBlitz and Juno Baby. Jory also represents BlogHer at public speaking engagements, having keynoted such events as ad:tech Chicago and the Marketing to Moms Conference, and spoken on panels at events for the IAB, ANA, AMA and WOMMA and at Web 2.0, SXSW Interactive, BlogWorld Expo, the Monaco Media Forum, Girls in Tech and CES.

Prior to co-founding BlogHer, Jory helped high-technology start-ups Pluck and Rojo develop the models to launch successful blog syndication initiatives and served as producer as Third Age transitioned from traditional web destination to a network of bloggers.

Together, BlogHer co-founders Lisa, Elisa and Jory have been named among the most influential women in Web 2.0 and technology by Fast Company (2008, 2009 and 2010), Ernst & Young Entrepreneur of the Year semi-finalists (2010) and among the seven most powerful people in new media by Forbes Magazine (2009). In 2011 they were jointly awarded the PepsiCo Women's Inspiration Award and in 2008, the Anita Borg Institute Social Impact Award. Jory lives in the Bay Area with her husband Jesse and their baby daughter.

Web: [www.jorydesjardins.com](http://www.jorydesjardins.com)



### JORY DES JARDINS

BlogHer Co-Founder and President of Strategic Alliances

Jory Des Jardins co-founded BlogHer, Inc. in 2005 with Elisa Camahort Page and Lisa Stone, and serves as the company's President of Strategic Alliances and lead evangelist to top revenue partners. With Jory's leadership, BlogHer has developed its own distinctive, brand of strategic

partnership, helping to facilitate constructive dialogue between some of the world's major brands and women who are social media leaders and their readers. Jory frequently gives private presentations and training sessions to Fortune 500 companies and their internal and external strategy teams, bringing community insights and case studies directly to companies and agencies that are navigating the social media space. Leveraging her prior experience in both print and online media, Jory works within brand teams to deconstruct media models and to develop messaging and



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## KEYNOTE SPEAKERS



### NORA ABOUSTEIT

Nora Abousteit is the co-founder of BurdaStyle.com, a DIY fashion community of 500,000+ members who share techniques, projects, and PDF sewing patterns to print at home. Previously, Nora worked at a German publishing house—writing speeches, organizing workshops, and planning events for the World Economic Forum. She is also a founding member of the DLD Conference.

Nora has been invited to share her experience at Picnic, FOO Camp, Parsons School of Design, Stream, and the Menorca TechTalk. Her work has appeared in The New York Times, Wired, BusinessWeek, WWD, and Fast Company. Nora holds degrees in Middle East studies, political science, and philosophy from the American University in Cairo.



### STACY JULIAN

Stacy Julian is a recognized leader in the scrapbooking industry and the visionary founder of Big Picture Classes (BPC). Launched in November 2005, BPC is the first online community offering creative e-learning with members around the world. Stacy is a passionate sought-after speaker and the author of four books including her most recent, Photo Freedom.

Her television appearances include the Discovery Channel's Home Matters and the PBS series Scrapbook Memories. Simple Scrapbooks Magazine (2002-2008), where Julian was the founding editor, has been mentioned in The Chicago Tribune and Woman's Day as a leading consumer publication for the scrapbooking industry. Stacy has been a certified professional teacher with the Craft and Hobby Association since 1997 and lives with her husband Geoff, five energetic children, and a tank of somewhat neglected goldfish in Washington state.

Blog: [www.stacyjulian.com/blog/](http://www.stacyjulian.com/blog/)

Facebook: [www.facebook.com/stacy.hall.julian](http://www.facebook.com/stacy.hall.julian)

Twitter: [www.twitter.com/#!/stacyjulian](http://www.twitter.com/#!/stacyjulian)



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## PANELISTS



### ALICIA DIRAGO

BlogHer Panelist-Craft + Money:  
The Next Steps

Alicia DiRago is a DIY, style and design enthusiast. She currently resides in Houston, TX where she gave up a career in chemical engineering to start Dismount Creative, a company that

offers social DIY classes that encourage women to Make It Fun, Make It Together, Make It Yourself! When she isn't teaching happy hour craft classes (and enjoying the hoppiest beers she can find) Alicia writes a popular blog about DIY fashion, jewelry and décor projects and inspiration at [www.dismountcreative.com/blog](http://www.dismountcreative.com/blog). You can also find her on Twitter @aliciadirago.



### ALLI WORTHINGTON

Panelist-Creating an Event

Alli Worthington's goal is to bring good things to women. She is one of the most recognized names in the Social Media community. In 2008 she founded Blissfully Domestic magazine, one of the most trusted women's

destinations online. Alli found her passion when she discovered the joy of hosting events. She is the co-founder of the wildly successful BlissDom Conference and its sister event BlissDom Canada. BlissDom is the first International Women's Social Media conference; it strives to give the right brands the ability to connect with influencers in a welcoming environment. The Blissdom Conference environment fosters relationships and communication. She describes it as a loving business conference. What? It really is. She is a dynamic business consultant and strategist who specializes in developing social media strategy, vetting promotional campaigns and advising best practices for effective blogger outreach. Fortune 500 companies, small business owners and individual bloggers work with Alli to develop a vision, brand identity, and social media strategy. She often gives unsolicited marketing advice when she finds poorly executed pitches in her inbox.

Alli, her husband, five boys, and a rescued dog named Mollie live outside Nashville, TN. Alli is an avid gardener, she dreams of having a chicken coop and has plans to learn how to can homemade jellies this Summer. Alli dreams of having or hosting her own TV show, going on a safari in Africa, running for U.S. Senate, and building a greenhouse, not necessarily in that order. She's not that picky.

Web: <http://alliworthington.com>

Twitter: @alliworthington

Email: [alli@allisonworthingtonmedia.com](mailto:alli@allisonworthingtonmedia.com)



### AMANDA RETTKE

BlogHer Panelist-Introduction to  
Monetization Models for Creative  
Bloggers

Amanda Rettke is the creative force behind [iambaker.net](http://iambaker.net) and [iammommy.net](http://iammommy.net). Her blogs showcase baking and all things parenting. Amanda's award winning recipes and designs have been

featured all over the web, on several television programs, as well as international newspapers and publications. Her self deprecating sense of humor will keep you laughing and her pictures will inspire you to be the best baker and parent you can be!



### AMY BARICKMAN

Panelist-Self Publishing

Amy Barickman is the founder and owner of IndygoJunction, The Vintage Workshop and [AmyBarickman.com](http://AmyBarickman.com). She is a leader in the fashion sewing, needle arts, and retail crafting industry, having released nearly 1000 sewing pattern titles, sold more than two million sewing patterns, and published 80 books in the

U.S. and abroad. Her recent endeavor is the book *Amy Barickman's Vintage Notions: An Inspirational Guide to Needlework, Cooking, Sewing, Fashion and Fun*, already in its third printing since its release in September, 2010. Named one of Country Living magazine's prestigious Creative Women Entrepreneurs, Amy has made numerous television appearances on shows like HGTV's The Carol Duvall Show, and Public Television's America Quilts and Sewing with Nancy. Amy continues to reach out and share her collections, views on vintage, travels and projects with the





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ever-growing community of crafters and sewers that has embraced her and her work for twenty years. Amy's video series is her latest venture.

[www.indygojunction.com](http://www.indygojunction.com)  
[www.thevintageworkshop.com](http://www.thevintageworkshop.com)  
<http://AmyBarickman.com>



### AMY POWERS

#### Panelist – Self Publishing

Amy Powers decided to create her very own online magazine, Inspired Ideas, on a bit of a whim. She always adored magazines and when she didn't find anything on the newsstands that

particularly inspired her, she decided to publish her own virtual one. With a background in magazine design (she was once art director for a very boring engineering magazine), she dusted off her ancient computer programs and got to work. She called upon her crafty friends for project ideas and published her first issue in Autumn of last year. It was met with a small happy reception. Her goal is for readers to feel inspired to create at least one project from each issue. "I'd love for the magazine to be page after page of inspiration. I always feel a magazine is worth the price if I'm inspired to create something after I read it." Amy lives with her charming husband, Rich, and their adorable son Alfredo in their home in the DC Suburbs. She writes of her sweet life on her blog, Inspire Co.



### AMY TURN SHARP

#### Panelist-Creating Community Through E-Commerce BlogHer Panelist-Growing Your Reach (Beginning)-Using Content and Community to Grow Your Reach

Amy Turn Sharp is the wood queen of Little Alouette, an organic wooden toy shop she runs alongside her master carpenter husband, Joe. Their sweet little toys are all over the world now, from tiny boutiques to American Eagle 77 Kids shops. Even Martha Stewart thought Alouette's toys were fabulous and extended an invitation to the shop to sell wee wood toys in NYC last holiday season at a private event.

Amy is a mother of three from Columbus, Ohio, who tracks her life on doobleh-vay blog, and has at least seven projects brewing all the time. She really wants to have an essay aired on NPR in the next two years. Amy LOVES online connections and helping other women find rooms of their own. She likes radishes, bookshops, and chicken korma. She is a Kirtsy.com and StoryBleed editor, in addition to a freelance writer who regularly contributes to sites like Alphamom.com and Scoutiegirl.com. She works with women all over the country teaching on the topic of social media. Amy also runs creativity workshops with local children and was named "One of the 50 Top Etsy Moms" by Babble.com in 2010. She has spoken at numerous conferences, including BlogHer, Blissdom, Mom2.0, Kirtsy HOSB, Chicks Who Click, and many other amazing local venues.

Web: [www.amyturnsharp.com](http://www.amyturnsharp.com)  
Blog: <http://doobleh-vay.blogspot.com/>  
Twitter: @amyturnsharp



### ANDREA BADGLEY

#### Panelist-Creating Community Through E-Commerce

Andrea Badgley is the owner and soap crafter behind Sacred Suds ~ Soaps with Soul, her home-based handmade soap company that she has successfully grown over the past three years, doubling her revenue each year. She is a mother of two, and it was on giving birth that Andrea realized her creative potential. She found her greatest creative joy in making soap, a craft which manages to pull together her scientific background (she has a degree in Ecology from the University of Georgia), her love for recipes, her passion for the magic of the earth, and her deep desire to bring beauty into the world. Because her first jobs are as Mom and manager of the household, she has focused her business efforts almost exclusively to work that she can do from home, on her own time schedule. In other words, she has channeled her energy into her online presence. Andrea sells her soaps almost exclusively via the e-Commerce site, Etsy.com, an online marketplace for all things handmade, vintage, and supplies, and has built her brand and online persona via Etsy's community-building tools, social networking on Twitter and Facebook, and through her blog. When she's not making soap, Andrea enjoys writing, reading, baking, and racing triathlons.

Web: [www.blog.sacredsuds.com](http://www.blog.sacredsuds.com)  
Twitter: @sacredsuds  
Facebook: [www.facebook.com/sacredsuds](http://www.facebook.com/sacredsuds)



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### ANDY KRUEGER

Panelist-Creating an Event

Andy Krueger is the founder of the St. Paul Craftstravaganza, an urban arts & crafts show held annually at the Minnesota State Fairgrounds. 2011 was its sixth year. In 2010 he helped to start the first annual Minneapolis Indie Xpo, a comics festival highlighting local and independent artists. He also works full-time as customer service manager at ReconRobotics.

Web: <http://craftstravaganza.com/>



### ANNE KUO LUKITO

BlogHer Panelist-Monetization and Business Models (Intermediate-to-Advanced)-Craft + Money:The Next Steps

Anne Kuo Lukito has been hooked on crafting since her dad showed her how to sew on a button at age 8. As a self-proclaimed "Crafty MacGyver," her many endeavors over the years have

included sewing, papermaking, cardmaking, silk painting, jewelry fabrication, baking and even a few failed attempts at learning to crochet from her grandmother. Anne discovered the world of knitting in 2006, after teaching herself to knit from a book. By 2008, she was completely immersed in the craft and began developing her own designs which appeared in such renowned publications such Knitty.com, Interweave Knits magazine and the book, "101 Luxury One-Skein Wonders". Over the last few years, Anne's work has also appeared in several books, yarn company collections and other publications, such as Knitscene and Twist Collective. Anne also designs for her own label, Crafty Diversions, and is currently writing her first book and well as a series of booklets. You can find her designs at <http://www.craftydiversions.com/> and <http://www.ravelry.com/designers/anne-kuo-lukito>.



### BECKY JORGENSEN

BlogHer Panelist-Growing Your Reach (Beginning)-Using Content and Community to Grow Your Reach?

Becky Jorgensen currently designs and produces online sewing workshops on her site [www.patchworkposse.com](http://www.patchworkposse.com), blabs about all things crafty on her blog [www.patchworkposse.com/blog](http://www.patchworkposse.com/blog), and sells one-of-a-kind patterns in her shop [www.whosiesandwhatnots.etsy.com](http://www.whosiesandwhatnots.etsy.com). While serving as an area rep for the Utah Quilt Guild for three years, and as president of a local quilt group she founded in 2010, Becky created [www.patchworkposse.com](http://www.patchworkposse.com). This helpful website hosts online sewing workshops, features patterns designed by top sewers and crafters, and includes a monthly e-zine. Becky loves to provide a place for sewers to learn something new, share tips with others, and connect to a worldwide community. Blogging for over four years, Becky has learned the "tricks" on building a community using her crafty enthusiasm. Through those efforts, she has successfully sold her unique quilt and doll patterns, and new patterns seem to jump out of her sketch book every month! Becky has been sewing since she was eight years old, and claims she's never been able to follow the instructions properly. This led her to design a quilt series called "Cranky," which lets go of the standard rules of quilting. Her latest project has been converting a cold storage building in the backyard into her own personal sewing cottage, where she will continue to develop new workshops, design new patterns, and quilt for others.



### BETH NICHOLLS

Moderator – The Nuts and Bolts of Starting a creative business

Moderator – How to Turn Your Passion for Food into a Business

Beth Nicholls founded Do What You Love to give women the tools and inspiration to do what they love, for life. This includes life-enhancing retreats and e-courses which combine creativity, enterprise and community to help women develop and monetise their passion. Last year Beth was selected by Marie Claire magazine as one of the UK's 16 most exciting young female entrepreneurs as part of the groundbreaking Inspire & Mentor programme. She also runs a boutique consulting company specialising in socially





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responsible business. Beth is an avid adventurer and has lived worked and travelled in over 50 countries on every continent. She speaks fluent Japanese and used to host her own TV show in Japan. Find out more on her blog, or connect on Facebook or Twitter.

Website & blog: <http://www.dowhatyouloveforlife.com>  
Facebook: <http://www.facebook.com/DoWhatYouLoveXx>  
Twitter: <http://twitter.com/#!/DoWhatYouLoveXx>

nursing, specializing as an Intensive Care Unit Nurse, having been voted "Nurse of The Year," and traveling world wide with pediatric surgical trauma teams. She is the proud mother of two sons.

Celeste's architectural, artistic, culinary, and decorating talents are not only on display at CHAPS, but have been featured nationally in several publications and books.

Web: [www.chapsgirl.com](http://www.chapsgirl.com)



### CAITLIN FRIEDMAN

Panelist-Agents, Publicists and Brand Consultants: Who are they and what can they do for you?

Currently the Director of Brand Marketing for Sterling Publishing, Caitlin Friedman was formerly the co-

president and co-founder of the boutique public relations company YC Media. An author of both business books for women (The Girl's Guide to Starting Your Own Business, Happy at Work, Happy at Home) and children's books, Caitlin has experienced publishing, branding and media businesses from all sides.

Web: [www.sterlingpublishing.com](http://www.sterlingpublishing.com)  
Twitter: @Sterlingbooks



### CONNIE BENSEN

Presenter: BlogHer Session-Growing Your Reach (Intermediate-to-Advanced)-Using Technology to Grow Your Reach: Search Engine Optimization (SEO)

Connie Bensen is a leading Social Media & Community Strategist who

has provided resources and mentorship since 2007. Her career in social media began when she and her sister created a community for digital scrapbookers at <http://DigiScrapInfo.com>. In addition to helping digital scrapbookers get their supplies organized, Connie provided online marketing tips. Connie's definition for the Community Manager role is linked from Wikipedia and has been referenced by many organizations. She can be found presenting at leading social media conferences around the world. She has authored a series of ten white papers on the ROI of Social Media. Forbes.com recognized her blog, Community Strategist, as one of the top 20 best marketing and social media blogs by women. 451 Marketing has noted her as one of the top social media strategists to watch in 2011 and she was a 2009 Fellow of the Society for New Communications Research. When she isn't in front of the keyboard she enjoys gardening, cooking and travel.

Web: <http://communitystrategist.com>  
Twitter: @cbensen



### CELESTE SHAW

Panelist-How to Turn Your Passion for Food into a Business

Celeste is a Spokane, Washington businesswoman, entrepreneur, and contributing writer for several

magazines. Her highly successful restaurant CHAPS, opened in 2006 to immediate critical acclaim, garnering the region's "Top Table Award" in only its second year of operation. CHAPS annually receives acknowledgement from the food industry and voting patrons as "Best" in breakfast and family restaurant categories. Not simply content with the success of CHAPS, Celeste expanded it adding her bakery called "Cake" to complement the restaurant. CHAPS is now considered a "must visit" destination for the area, as underscored and featured on the Food Network's "Diners Drive Inns and Dives"© in November 2010. Celeste is extremely proud of her country girl, Montana roots and heritage, where as a teenager she excelled in track, being selected as one of the youngest members of the 1980 U.S. Summer Olympics Team before the Games were boycotted. By education and training, she has a Masters degree in



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### CORINNE LEIGH

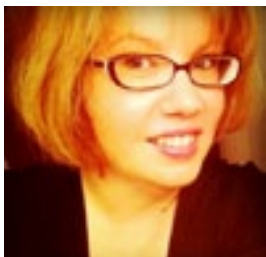
BlogHer Panelist-Building Community Around Craft

Corinne Leigh has been making videos for 10 years; working in Haiti, living on buses that run on recycled veggie oil and building DIY community at ThreadBanger and Craftovision. She

is an expert in developing online communities, social networking and short form video content and is passionate about living eco and being a good person.

Web: <http://craftovision.tumblr.com>

Twitter: @corinneleigh



### CRISSY HERRON

BlogHer Panelist-Using Content and Community to Grow Your Reach

Crissy Herron is the founder of Indie Biz Chicks ([www.IndieBizChicks.com](http://www.IndieBizChicks.com)). She is a proud resident of The Mitten State (Michigan), loves DIY culture, still listens to a lot of music from the 90s,

and when she isn't blogging or having a crazy adventure with her sister, she can usually be found mixing up something awesome in the kitchen.



### ERICA MAUTER

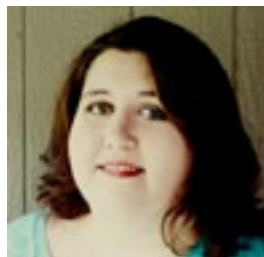
BlogHer Moderator-Content and Community Building (Beginning)-Your Social Media Solar System

Erica is an engineer, arts lover, and web nerd based in Minneapolis. She has been blogging since 2002 and has been a leader in the Twin Cities

blogging community since 2005. In addition to her personal blog [swirlspice.com](http://swirlspice.com), she has published sites on the topics of Twin Cities life, minority experiences in Minnesota, and items of interest to queer women of color. She serves on the boards of the Twin Cities Women's Choir and the Minnesota Fringe Festival. She works in validation at a pharmaceutical company.

Web: <http://www.swirlspice.com>

Twitter: @swirlspice



### GINA LUKER

BlogHer Panelist-Monetization and Business Models (Beginning)-Introduction to Monetization Models for Creative Bloggers

Gina created The Shabby Creek Cottage in 2009 to chronicle her and her husband's journey of remodeling her

childhood home. A mom of two girls, Gina shares DIY tips and home décor ideas on her blog. They take on all of their projects with their own labor to save costs, creating a custom home on a fraction of the budget. When she's not busy with remodels or blogging, Gina also runs an Etsy.com shop.

Blog: [www.theshabbycreekcottage.com](http://www.theshabbycreekcottage.com)

Twitter: @Shabbycreek



### INGRID LISS

Panelist-Licensing and Copyright Design: What does it really mean and how do you do it?

Ingrid Liss is currently the Creative Director for Demdaco, a leading wholesale company specializing in giftware, holiday, and home décor. With

an emphasis on "lifting the spirit," the Demdaco everyday giftware and Silvestri holiday brands bring unique artistry and meaningful products to market. Ingrid leads the combined efforts of leading independent licensed artists as well as a talented in-house staff of designers and product developers. Working in partnership with craftsmen and factories overseas, Ingrid helps facilitate the interpretation of artists' designs for manufacture and importing. Formerly the Vice President of Design and Trend for Midwest of Cannon Falls, Ingrid brings over 20 years of industry experience in product development to her position. Ingrid is also the busy mom of two beautiful teenage girls who keep her laughing and on her toes.

Web: [www.demdaco.com](http://www.demdaco.com)



# THE CREATIVE CONNECTION

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## PANELISTS



### JANINE VANGOOL

VIP Breakfast Panel – Women  
Entrepreneurs  
Panelist-Self Publishing

After working for clients for a dozen years, Janine Vangool decided to pursue her own creative path through publishing books on creativity, craft, and design. With a love of things creative and curious, she publishes, edits, and designs UPPERCASE magazine and books.

Web: [www.uppercasegallery.ca](http://www.uppercasegallery.ca)



### JENNY LAUCK

Panelist-Working with a Sponsor:  
What does it mean and how do you  
find one?

Jenny Lauck leaped headlong into blogosphere in 2004, and never looked back. She is currently the Director of the BlogHer Publishing Network, and heads up the community side of BlogHer's popular BlogHer Reviewers programs. Jenny has been a featured speaker and moderator at several

BlogHer conferences, as well as at the 2011 Reviewer's Retreat. She has blogged professionally for BlogHer and ClubMom, and has been featured in The LA Times, Life Magazine, San Francisco Magazine and several regional parenting publications. Jenny's posts have been published in the anthology Sleep is for the Weak. Jenny's personal blog, Three Kid Circus, is the go-to spot for other parents who want to feel superior about their parenting. Jenny is @mizzjenny on Twitter.



### JESSICA RAU

Panelist-Working with a Sponsor:  
What does it mean and how do you  
find one?

Jessica Rau is currently Manager of External Communications with McDonald's USA. In this role, Rau works on developing innovative public relations programs and strategies that support McDonald's marketing

campaigns and new product launches. She also uses new communication channels, such as Twitter, to help promote and build brand trust. She is the official "tweeter" for McDonald's @McCafeyourday and tweets weekly for @McDonalds. Previously, Rau was Supervisor of Corporate Media Relations with McDonald's Corporation. She was responsible for promoting and protecting brand McDonald's by managing proactive and reactive media-based issues, and implementing strategic media relations plans, including McDonald's International Media Days program. Rau began her career at McDonald's in February 2004 as Coordinator for the Corporate Media Relations department. She was promoted to Media Relations Specialist in 2005, Supervisor of Corporate Media Relations in December 2006, and assumed her current position as Manager of External Communications with McDonald's USA in March 2009. Just prior to joining McDonald's, Rau worked in Advertising Sales for American Marketing and Publishing out of DeKalb, Illinois.

Rau is a founding member and co-chair of McDonald's Young Professionals Network (YPN) which provides professional development and networking skills to McDonald's future leaders. She is also a member of McDonald's Women's Leadership Network, and actively participates in Junior Achievement which is dedicated to educating students about workforce readiness and entrepreneurship.

Rau was the recipient of McDonald's prestigious President's Award in 2007, as well as McDonald's Circle of Excellence Award in 2005 and again in 2007. In 2008, she received the Early Career Achievement Award from Illinois State University's College of Business. Rau also received McDonald's 2009 Outstanding National Marketing Team Award for McDonald's U.S. Communications Team, and McDonald's 2010 Bill Lamar Marketing Excellence Award for the McCafe Real Fruit Smoothie/Frappe Beverage team. Rau has a Bachelors Degree in Marketing from Illinois State University.





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### JYL JOHNSON PATTEE

Panelist-Creating an event

Jyl Johnson Pattee is the founder of Mom It Forward, a successful and influential online community of women. She is also the co-founder of the popular Girls' Night Out (#gno) Twitter parties, and the co-organizer of the evo Conference. Currently, she sits on the

Mom Advisory Council for ONE.org and was named one of Parent Magazine's Top 10 Power Moms. Through her Mom It Forward company, Jyl provides unique media opportunities to companies and organizations that want to reach influential moms online. She also consults regularly about using social media to extend brand reach to moms and women. Her current client roster includes brands such as Aveda, Microsoft, Universal Orlando Resort and many more. In a past life, she was an award-winning copywriter and designer of corporate training programs for Fortune 100 companies. Offline, Jyl is married to @TroyPattee; a mom to two boys; loves large amounts of cheese, dancing, and traveling; and lives in the beautiful Rocky Mountains.

Web: [momitforward.com](http://momitforward.com)

Facebook: [facebook.com/MomItForward](https://facebook.com/MomItForward)

Twitter: @jylmomIF



### KAREN VALENTINE

Panelist-Creating an Event

Karen Valentine is woman with her hands and her heart in many things. She is the creator of Valentine Design, a thriving blog design business with a vintage and feminine touch, author of the e-book Building Beautiful Blogs... A Beginners Guide to Blogger, and the author of My Desert Cottage, a blog

where Karen shares her love of cottage style, vintage decor and arts and crafts through photos and tutorials. For the last two years Karen has hosted "Where Bloggers Create" an online blog party, held in July, where more than 300 women from all over the world shared their creative spaces, and thousands more came to soak up the inspiration. This year's party promises to be even bigger as more and more women hear about this fun and inspiring event.

Web: [www.karenvalentinedesign.com](http://www.karenvalentinedesign.com)

Web: [www.mydesertcottage.blogspot.com](http://www.mydesertcottage.blogspot.com)



### KAREN WALROND

VIP Breakfast Panel – Women Entrepreneurs

Karen is the author of Chookooloonks, an award-winning photoblog and community dedicated to showing how beautiful the world is, one image at a time. Her fine art photography pieces and projects have been included in exhibits around the country. She is

a contributor to the book Expressive Photography: A Shutter Sisters' Guide to Shooting from the Heart, a guide for beginning and intermediate photographers for adding heart and soul to their imagery. Karen's writing, images, and other projects have been featured on CNN.com and in the magazines Good Housekeeping and Wondertime. Karen's new book, The Beauty of Different, is a chronicle of imagery and portraiture, combined with written essays and observations on the concept that what makes us different makes us beautiful—and may even be the source of our superpowers. It is available from Bright Sky Press, Barnes & Noble, and Amazon.com. The book inspired BlogHer's Own Your Beauty initiative, where Karen is the lead blogger, and which also appears as part of USA Today's OwnIt campaign.

Karen is also a former engineer and a current (though non-practicing) attorney. She is a sought-after keynote speaker, having covered topics as varied as parenthood, social media, and women in leadership. She has been quoted in and has appeared on both local and national television shows and other news media, including CNN.com and The Oprah Winfrey Show. Karen is originally from Trinidad & Tobago, but currently lives in Houston, Texas with Marcus (her English husband), Alex (her American daughter), and Rufus the Wonderdog. She holds a Bachelor of Science in civil engineering from Texas A&M University and a Juris Doctor from the University of Houston.

Web: [www.chookooloonks.com](http://www.chookooloonks.com)



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## PANELISTS



### KATHY CANO-MURILLO

BlogHer Panelist-Content and Community Building (Beginning)-Your Social Media Solar System and Closing Session: The intersection of craft, passion and sustainability

Kathy Cano-Murillo is a writer and artist. Since 1990, she has sold her

handmade “Chicano Pop Art” crafts to hundreds of retailers including Bloomingdales, Target, and Hallmark. From 2000-2008, she wrote a weekly syndicated Arizona Republic newspaper column, and has authored seven books including *Crafty Chica’s Art de la Soul* and *Crafty Chica’s Guide to Artful Sewing*. In 2001, Kathy launched *CraftyChica.com*, a wildly popular web site to inspire women to brighten their lives with clever craft ideas. Her profiles include iTunes, HGTV, DIY Network, MyLifetime.com, The New York Times, USA Today, NPR and she has a *Crafty Chica* product line with iLoveToCreate, a Duncan Enterprises Company. When she isn’t creating or teaching, she writes novels. Her “Crafty Chica Novel” series include the critically-acclaimed *Waking Up in the Land of Glitter* and *Miss Scarlet’s School of Patternless Sewing* (Grand Central Publishing). Kathy lives in Phoenix, AZ, with her husband, two kids and five Chihuahuas. Her motto for life is “Crafts, drama and glitter!” <http://thecraftychica.blogspot.com>

common issues and spend time developing growth opportunities. I can hyper focus and devote concentrated time on a specific issue so I maximize profits and minimize wasted time for my clients.”

Web: [www.backpocket.biz](http://www.backpocket.biz)



### KELLY RAE ROBERTS

VIP Breakfast Panel – Women Entrepreneurs  
Panelist-The Nuts and Bolts of Launching a Creative Business

Kelly is the author of *Taking Flight: Inspiration + Techniques to Give Your Creative Spirit Wings*, a bestselling book that encompasses all aspects of what it means to live the creative life. She is also

the author of *Flying Lessons: Tips + Tricks to Help Your Creative Biz Soar*, a series of popular e-books where she shares everything she knows about how she got to where she is now. Her work has been featured in a variety of mixed media books by her peers and she’s had several articles published in various magazines, including *Cloth Paper Scissors*, *Somerset Life*, *Somerset Studios* (her artwork was on the 03/2010 cover!), *Where Women Create*, *Memory Makers*, and more. Much of her artwork is licensed and can be seen in stores nationwide on a variety of products, including decorative wall art, stationery products, sculptures, and so much more.



### KATHY HANSON

Panelist-The Nuts and Bolts of Launching a Creative Business

Enthusiastically armed with an MBA, Kathy Hanson reinvigorates entrepreneurs and businesspeople with her energy and focus. Kathy specializes in developing custom strategies that save her clients time and make them

money, while insuring sustainability. Fortune 100 companies such as Hewlett Packard, Georgia Pacific, Kaiser Permanent and Wells Fargo are just a few companies that sought out Kathy’s fresh and unique approach. As an entrepreneur, Kathy has been featured on the front cover of *Country Home* magazine, aired her own segment on HGTV, interviewed on *Kare-11* and voted Best of by the top magazines in Minneapolis/St. Paul.

Kathy’s clients consider her their secret board of directors, private strategist and not-so-silent partner. “My clients are so busy running a business they often have no time to breathe let alone address

In essence, Kelly is an artist and all-around lover of life and people. She seeks to express a sense of vitality and connectedness in her paintings and writings. Having spent most of her life in the company of women, her pieces grow out of the kindred support she has felt from many of them throughout her life. She is unendingly grateful for the spirits of these women who walk with her, in flesh or in paint, on her incredible journey into art, love, and life.

Kelly currently lives in Portland, Oregon with her outdoorsy husband John, their new baby boy named True, and their airplane-eared dog Bella.

Web: [www.kellyraeroberts.com](http://www.kellyraeroberts.com)

Twitter: [@kellyraeroberts](https://twitter.com/kellyraeroberts)

Facebook: [www.facebook.com/kellyraeroberts](https://www.facebook.com/kellyraeroberts)





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### LAURIE TURK

Panelist-Working with a Sponsor:  
What does it mean and how do you find one?

Laurie Turk is a creative soul who has a passion for embellishing life. She lives in Dallas, is a mom to 3 boys, cruise director for her family, and all around girly-girl. Her focus is to create moments that matter for herself, her man, and her children.

Laurie's mission is to promote creative women through their fabulous ideas and products with Tip Junkie that features the best tips and tricks from everyday women. Also, to meet the need of affordable advertising for Mom-prenuers she co-founded Chic Chick Media and Buy Mom Made.com.



### LEIGH STANDLEY

VIP Breakfast Panel – Women Entrepreneurs  
Panelist-Agents, Publicists and Brand Consultants: Who are they and what can they do for you?

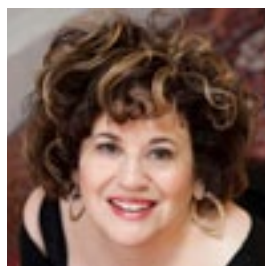
Leigh Standley is the artist, writer and owner of Curly Girl Design, Inc. In it's seven years, Curly Girl Design and

Leigh's line of clever and colorful greeting cards and gift items have taken the industry by delightful storm. Focused on the magic of the small moments, her product peeks into the corners of life and taps into the hearts of all. Founded in 2003, the company began with just 12 greeting cards and grew steadily. Now with seven amazing full-time employees, it sells to more than 2300 shops nationwide and distributes to Canada, Australia, New Zealand and the UK. In 2008 Leigh began the process of licensing her art. Carefully choosing some of the most renowned and artist-driven companies to work with, her brand has expanded to include calendars, napkins, larger giftware items and a full line of holiday decor.

In 2005, Leigh was the recipient of her first LOUIE award for greeting card excellence and is nominated for 3 more in 2010. Her work and studio have been featured in creative publications like Where Women Create, Stationery Trends, Boho Magazine

Leigh believes firmly in the power of a creative community and the power of that community to unlock our truest selves. She is proudly "Living imperfectly with great delight."

For more about Leigh and Curly Girl Design visit [www.curlygirldesign.com](http://www.curlygirldesign.com)



### LILLA ROGERS

Panelist-Licensing and Copyright Design: What does it really mean and how do you do it?

Lilla Rogers steers the ship at Lilla Rogers Studio, an international art agency representing 38 artists in textile, apparel, gift, housewares, editorial,

children's books, advertising, etc. Clients include Crate & Barrel, Blue Q, Poketo, IKEA, Target, Warner Bros., New York Times, Levi's, Godiva, Barneys New York, and hundreds of others.

She has lectured internationally at venues such as ICON: the Illustration Conference, Printsources NY, colleges and corporations, and is frequently interviewed for her expertise as an agent, trendsetter, and artist. When asked by UPPERCASE Magazine, "For you, what is the meaning of life?" she answered, "Doing what you are meant to do and to help others along the way. Giving back is very rewarding. If I can help artists find success without all the hard work I had to do, then I am happy."

"Lilla Rogers is a colourful, creative juggernaut. How else to describe a prolific artist who is not only a talented illustrator, teacher, lecturer, mentor, mother and craft-maker, but also a respected agent who has been in the business for 27 years? Rogers' charming work and lush website featuring, amongst other visual delights, the 38 other illustrators she represents, are testaments to the fact that such a Herculean creative workload is not only possible but grounds for a creative vision as powerful as it is unique."

– Janine Vangool for UPPERCASE Magazine



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### LINDA ELLIS

Panelist-The Nuts & Bolts of Launching a Business

Linda Ellis started writing poems as a child, a talent inherited from her Irish grandmother. She spent years working in the corporate world, but made the decision to leave it behind and pursue her dream of becoming a writer. Her writing has been featured in bestselling books and magazines such as Family Circle, US News and World Report,

Leatherneck, WOW Magazine and other major publications, as well as hundreds of television and radio programs.

"I read of a man who stood to speak, at the funeral of a friend. He referred to the dates on her tombstone, from the beginning to the end. He noted that first came the date of her birth and spoke the following date with tears, but he said what mattered most of all was the dash between those years." In 1996, an announcer read Linda's Ellis' poem, "The Dash" aloud on a syndicated radio program — and, to her surprise and delight, it became an instant, meteoric success. Calls and email came in from people around the world eager to tell Linda how her words had touched their hearts. That was the beginning of an enduring phenomenon. Linda's books have sold hundreds of thousands of copies and her latest work, Live Your Dash captures and expands upon the theme of the original poem: It's not your birth or death that matters most, but how you spend each passing year. Linda shares her message of joy, hope, and positive energy through uplifting stories, essays, and poetry, along with tales of people who have been "touched by the dash," including Senator Bob Dole, legendary football coach Lou Holtz, and American Idol winner David Cook. Live Your Dash is an inspiring look at life based on her fantastically successful poem.

Web: <http://lindaellis.net/>



### LIV LANE

Moderator-Creating Community through e-Commerce

Liv Lane uses her creative superpowers to illuminate and celebrate the good in every day. Her Choosing Beauty blog, originally created as a personal healing project in 2006, quickly gained a global following, generating enough

opportunities and creative adrenaline to catapult Liv out of her comfy corporate gig and into the full-time, soul-stirring adventure of crafting an artful life — working as a blogger, speaker, mixed media artist, radio host and creative consultant for a crazy-cool clients ranging from blossoming bloggers to behemoth brands. Liv co-hosts Get Real, a popular and uplifting weekly radio show on myTalk 107.1 in Minneapolis and online, with guests ranging from Deepak Chopra to SARK. She launched her first e-course this summer — How To Build a Blog You Truly Love — and is working on her first book. Liv lives in Minnesota with her husband Brad, their two young boys, one crazy dog and an army of invisible angels.



### LORALEE CHOATE

Moderator-Working with a Sponsor: What does it mean and how do you find one?

Lorelee is a wife, mother, and blogger living in the wilds of Utah. She is mother to 4 handsome gentlemen, aged 15, 12 and 2, and a sweet little 4-month-old that passed away in 2003 of SIDS. She has been blogging since 2005 at the blog, Lorelee's Looney Tunes and loves

chirping on the internet as @looneytunes on Twitter. Throughout her years online she has formed a fabulous community, been a speaker at several national blogging conferences like BlogHer, Mom 2.0 and The Creative Connection Event, lectured and given workshops on social media and blogging, worked on major social media campaigns and events with brands like BlogHer, McDonald's USA, The Gap, GE, Coke USA, Master Card and Universal Studios. Lorelee has been featured on local and national media like KSL, UPR, National Talk Radio and Parents Magazine and has also had some unique and fabulous experiences like being a spokesperson for ChemDry, filming with The Pioneer Women at her ranch, interviewing Steve Carell and Julie Andrews, and going to The White House by personal invitation. Aside from her personal and social media brand, Lorelee is thrilled to work as Director of Internet Operations for Where Women Cook and is creator of the Where Women Cook blog, Amuse Bouche.

She is also a classically trained opera singer that is well versed in tromping around on stage in corsets and playing men, alcoholics, witches, nuns, evil stepmothers and woman of ill repute.

Web: [www.loreeeslooneytunes.com](http://www.loreeeslooneytunes.com)  
Twitter: @looneytunes



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### MARGO TANTAU

Moderator-Agents, Publicists and Brand Consultants: Who are they and what can they do for you?  
Moderator-Licensing and Copyright Design: What does it really mean and how do you do it?

Retrace Margo Tantau's career path, and you'll find yourself all over the map. Margo blends a passion for art, design and the people who create it, with an understanding of specialty retailing and the challenges of being an independent artist. Margo's love of possibility enabled her to turn the success of 10 years of her unique retail store, Tantau, into a sought-after wholesale business. This favorite venture, Relish, represented unique small artists nationally and internationally, and specialized in product that would differentiate any retailer who chose to place an order. Her success with Relish led to National Magazine work, and 4 years as Creative Director of Seasonal Decor Company, Midwest of Cannon Falls. She then joined Hallmark, where she served as creative Director of Retail Product Development prior to her present role, leading the Direct Imports team. Margo shares her rambling Kansas City bungalow with her partner Johnny, their 2 year old son Cooper, two loveable mutts, a well used art studio, and endless collections of pottery, art, antiques, and found treasures. Margo has been described as "Fairy Good-Mother to Artists Everywhere"...and she loves to live in to that personality. It is this passion that guides her creative spirit.



### MARIE LEBARON

BlogHer Panelist-Content & Community Building – Building Community Around Craft

Marie LeBaron is the founder and managing editor of Make and Takes and is a mother of 3 living in Seattle. Marie graduated with an Early Childhood and Elementary teaching degree, taught 4 years of kindergarten, and now shares many of her tips and tricks she's learned

over the years on her blog. Marie is set to publish her first craft book with Wiley publishing (due out October 17th) called, Make and Takes for Kids: 50 crafts throughout the year.



### MEGAN AUMAN

BlogHer Panelist-Monetization and Business Models (Intermediate-to-Advanced)-  
Craft + Money: The Next Steps

Megan Auman is a designer, maker, educator, and entrepreneur who has built a multi-faceted business around her passion for great design and sustainable business. Her eponymous jewelry line is sold in stores across the

US and online. In 2009, Megan founded Crafting an MBA to help designers and makers develop their business skills.



### MEGAN JORDAN

BlogHer Moderator-Content & Community Building – Building Community Around Craft

Megan Jordan parents and writes by the same clear principle: the beauty is in the threadbare. "Relish the Velveteen. Revel in the Threadbare."

underscores her personal blog, Velveteen Mind. Her literary magazine, Story Bleed Magazine, aches for you to discover yourself where the lines between our stories bleed together, unexpectedly resonating. Mother to three, her balance and perspective make her a sought-after voice in the parenting community, at top social media conferences, and for influential consulting projects. Her approach to integrated marketing in social media has generated solid case studies that are modeled almost immediately. Writing from Gulfport, Mississippi, Megan infuses her writing with depth as rich as mud in the bayou and humor bold as blackened shrimp. Megan is working on a book about resilience and our cumbersome blessings.





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### MELODY ROSS

VIP Breakfast Panel – Women Entrepreneurs  
Panelist-Creating an Event

Melody is a fourth-generation Idaho girl and has been an artist from the time she could hold a crayon in her hand, knowing from the age of five that she wanted to grow up and combine beautiful colorful images with her love of words. At the age of 18, Melody

began to sell painted works, and in 1997 at the age of 25, she started a worldwide product design and publishing business called Chatterbox. Through Chatterbox, she authored and published 15 books, manufactured and sold thousands of products that have become collectors items, and won countless awards for product innovation. Melody's art, products, and books have been featured on television programs and in countless magazines. In 2009, Melody stepped away from Chatterbox to start Brave Girls Club, a worldwide organization that combines art with life skills to help women create the lives they want to live. Melody now licenses several product lines in arts and crafts, books, and home decor—including an extensive gift line with Demdaco and a new fabric line with Blend.

Web: <http://bravegirlsclub.com/>

Facebook: [www.facebook.com/BraveGirlsClub](http://www.facebook.com/BraveGirlsClub)



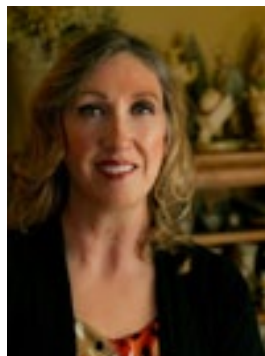
### MENA TROTT

BlogHer Panelist-Content & Community Building (Intermediate-to-Advanced)-Building Community Around Craft

BlogHer Panelist-The Intersection of Craft, Passion, and Sustainability

Blogging since 2001, Mena Trott co-founded Six Apart and now serves as

a board member of Say Media. During the past ten years, she has worked to bring blogging to the masses while keeping the personal voice front and center. She has spoken at Ted, D: All Things Digital, SXSW, Blogher and has appeared on the cover of Fortune Magazine. After an extended maternity leave, Mena has devoted her efforts to The Sew Weekly, an online community she began that is devoted to sewing. She lives in San Francisco.



### NANCY MALAY

BlogHer Panelist-Your Social Media Solar System

While many know Nancy Malay as “The Christmas Lady”, these days she creates a variety of vintage-inspired items for every Holiday, born from the spirit of old postcards and antique toys. In her cozy home workshop in Faribault, MN, she meticulously handcrafts her pieces using paperclay, papier mache and cloth.

Embellishments of mica, antique trimmings, German glass glitter and tinsel add the sparkle and look reminiscent of earlier days.

She is a licensed artist/designer for Midwest-CBK, recently creating a collection for Christmas and Halloween, which will launch in January, 2012. Nancy was chosen by the prestigious Early American Life magazine as one of the Country's top artisans, and listed in the 2008 Directory of Traditional American Crafts Holiday issue in two different categories. Published in numerous national magazines, including Prims, Celebrate 365 and Country Women, she was also selected by Better Homes and Gardens to design a step-by-step snowman project for their Holiday Crafts magazine for 2010 and 2011. Her studio will be featured in the Fall issue of Studios magazine.

When not working on her art or browsing antique stores or flea markets, Nancy's other passion is gardening. It's another way of expressing her creativity through the color and texture of the plants, designing beds that bloom all season long. She enjoys teaching online classes, but also loves inspiring new artists with individual sculpting classes offered in her studio. Her husband, Rick, and three grown sons are always supportive and encouraging. Nancy's motto~“Do what you love and you'll never work a day in your life”.

Web: <http://www.nancymalay.com>

Blog: <http://www.nancymalay.blogspot.com>



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### NANCY SORIANO

Moderator-Self Publishing and  
Creating an Event  
THE CREATIVE CONNECTION  
EVENT Co-founder

Comfort and American style define  
the heart and soul of Nancy Soriano,  
whether she's consulting with

companies on their brand extensions, cooking Sunday dinner for her family, or pursuing her own creative projects. During her 10 years as editor in chief of Country Living magazine, Nancy redefined "country" to embrace casual, comfortable living as the core value of American style. She brought readers a fresh, updated look as she grew the magazine into a multiplatform brand that included book publishing, live consumer events (like the Country Living Fair), an online presence through [countryliving.com](http://countryliving.com), licensed products, broadcast media, and SIPs. She has always been passionate about creative women and women entrepreneurs and was the driving force behind the Country Living program of women entrepreneurs. Nancy's understanding of comfort continues to be her filter for how America lives today. She is a lifestyle expert on Good Morning America, a design and home keeping expert on Martha Stewart Sirius Radio, and sought-after expert to discuss decorating, lifestyles, and the growth of women entrepreneurs. A longtime collector of all things vintage and handmade, Nancy loves traveling the country to attend the biggest and the "best" of the antique shows, flea markets, furniture shows, and craft fairs. She is known for her ability to scout out up-and-coming under-the-radar shops, artisan shows, occasional sales, and creative individuals.



### OLIVIA BOULTER

"Eleven years old and willing to help" is how Olivia Boulter described herself to the Audubon Society when she contacted them about tragedy in the Gulf. Aspiring ornithologist, artist, and saxophone player, Olivia wept when she heard about the oil spill in the Gulf Coast, a place where she spent many vacations with

her cousins and grandparents who live in Louisiana and Alabama. Knowing birds were going to suffer, she had to take action. Inspired by her hero James Audubon, Olivia wrote to the Audubon Society about a fundraising idea, using her talent as an artist to give bird

drawings to those who donated to wildlife recovery efforts. Olivia drew and donated 500 original drawings and thousands of limited edition prints throughout the summer of 2010.



Bald Eagle given to Senator Schumer

The response has been incredible:

- Nearly \$200,000 raised for organizations helping wildlife in the Gulf region.
- Over 28,000 people have signed up on her Facebook fan page.
- Over 140,000,000 impressions of her AOL Artist Page.
- She has received many fan letters, including one from former President Clinton.
- Sterling's Children's Publishing is publishing Olivia's Birds on the anniversary of the oil spill.
- An exhibition/silent auction of her drawings took place at The Cole Art Center in Texas, on Larry King's Save the Gulf Auction, and at fashion house Ports 1961.

Her story has appeared on many media outlets including:

CNN, The Today Show, MSNBC, Larry King Live, People, The Mobile Press Register, The Guardian (UK), BBC Radio, AOL News, Newsday, CBC, The Independent, USA Today, The Disney Channel, Time for Kids, Highlights, Scholastic, CBS Evening News with Katie Couric, and American Girl magazine.

Olivia's family went to Washington DC to express concerns over bird habitat and to support clean energy legislation and met with Congressman Waxman (CA), Congressman Engel (NY), Congressman Israel (NY), Senator Schumer (NY), Senator Gillibrand (NY), as well as Secretary of the Interior, Ken Salazar, and Carol Browner, director of President Obama's committee on Energy and Climate Change. US Fish and Wildlife Service honored Olivia at their 2011 annual conference. Audubon President David Yarnold invited Olivia to the DC Neotropical Migratory Bird Gala. She is the 2011 winner of Audubon Artist Inspiring Conservation Award.

Olivia was also honored by Congressman Steve Israel as a Hometown Hero on August 31, 2010 and by TD Bank and the NY Islanders in January 2011.





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Olivia and her little brother Jackson organized a local fundraiser for Seatuck, a nature preserve on the Great South Bay in Islip, New York where the Sea Tuckers, Olivia and Jackson's jazz band performed, and artwork was sent in from around the globe. Close to \$2,000 was raised. They also performed at The Living Room, in NYC with Musicworks, raising money for music programs in Central America. <http://www.youtube.com/watch?v=cl8loJ6Ouu0>

Olivia and Jackson have been recruited by Disney's Friends for Change/Project Green program to film a public service announcement to kick off a month-long effort to clean up our coastline. This video includes the Jonas Brothers and the cast from Camp Rock, and has aired on all the Disney channels. Olivia's artwork is being incorporated in their Friends for Change website paint program.

In September 2010, Olivia presented at the TEDxRedmond conference at the Microsoft Convention Center in Seattle, Washington and at the US Fish and Wildlife Service conference in February 2011. She has been asked to speak at St Joseph's TEDx conference September 2011.

Olivia was selected as an honoree for a Global Appreciation World of Colors Award and was named ASPCA Kid of the Year, winning the Tommy P. Monahan award. She was also honored by the French newspaper Mon Quotidien and by AOL as one of their top "feel good" stories of 2010. Olivia's story was named Outstanding Stories of 2010 by My LITV.

Olivia and Jackson's online store continues to raise money. Profits are donated to Cornell Lab of Ornithology, IBRRC, and Project Puffin. Olivia has just been named Dawn Junior Wildlife Champion.

Web: [www.oliviabouler.net](http://www.oliviabouler.net)

Twitter: @BirdgirlLiv

Facebook: Save the Gulf- Olivia's Bird Illustrations



### SARAH JANE WRIGHT

Panelist-Creating Community through e-Commerce

Sarah Jane Wright, textile designer, children's book illustrator and artist behind Sarah Jane Studios, started off her career as a one woman ETSY shop and had no idea how her business would

grow in just a few short years. Sarah's earliest memories involve pencil and paper, and from a very young age she knew she would spend her life as an artist. Unsure how to get her name out there,

she started a blog, and opened her ETSY shop with a collection of prints, and has since become a children's book illustrator with Harper Collins Children's Books, a fabric designer for Michael Miller Fabrics, and is now the 10th highest seller of art on ETSY. Sarah also loves to embroider, and this year she has launched some best selling embroidery patterns which feature her whimsical and classic illustrations. This October she celebrates 4 years of running her design business from home. Sarah's artwork has been featured in Parent's Magazine, Romantic Homes Magazine and newest picture book, A Christmas Goodnight written by Nola Buck, debuts this fall. Sarah lives in Utah with her amazing husband (who is the backbone behind this creative at-home operation) and their three young children.

Website: [www.sarahjanestudios.com](http://www.sarahjanestudios.com)

Twitter: <http://twitter.com/#!/sarahjanestudio>

Facebook: <http://www.facebook.com/pages/Sarah-Jane-Studios/114922461924017>



### STACIE TAMAKI

BlogHer Panelist-Content and Community Building (Beginning)-Your Social Media Solar System

What does an Advertising Art college drop out + retail sales super seller become when she grows up? An entrepreneur! When Stacie Tamaki had the opportunity to create some bridal veils for a fashion show back in 1997 she

jumped at the chance. Not because it was something she'd always dreamed of doing, she did it because it sounded interesting. Years later her custom couture bridal accessory company, The Flirty Bride, needed a website. She thought what better way to get one than to learn how to make it herself. The very first site she created transformed her into a sought after web designer and developer for other small business owners. After starting her own blog in 2006 and experiencing the benefits of blogging, Stacie became a blogging evangelist who now teaches small business owners about blogging and using social media to market their products and services.



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## PANELISTS



### STEPHANIE SMIRNOV

Panelist-Agents, Publicists, & Brand Consultants  
President and Chief Creative Officer,  
DeVries Public Relations.

Ten-year DeVries veteran Stephanie Smirnov oversees the agency's Strategic and Creative Services team, which includes strategic planning and social media programming. She has over

two decades of consumer public relations experience, including leadership roles both on the agency and client sides of the business. Stephanie speaks regularly about effective brand-blogger relationships, women entrepreneurship and cause marketing and has appeared at conferences such as Mom 2.0, BlissDom, TypeA Mom, EVO, BlogHer and the Cause Marketing Forum. She is also an avid writer and chronicles the ups and downs of bi-cultural marriage at her personal blog LikeTheVodka.com. You can connect with her there or on Twitter (@ssmirnov.)



### TARA GENTILE

BlogHer Panelist-Craft + Money:  
The Next Steps

Tara Gentile is a creative business coach who empowers passion-driven entrepreneurs to actualize their ideas, visions, and dreams – turning them into dollars and cents. She brings a creative approach to branding, product development, and marketing that

incorporates both strategy and high touch design.

She writes frequently for the Daily Worth, Crafting an MBA, and The Mogul Mom. She's the author of several popular digital guides including her latest on the relationship between personal art and money, The Art of Earning. She's a proud mama to a 3 year old named Lola.

Web: <http://taragentile.com>  
Twitter: @taragentile



### SUSAN BRANCH

VIP Breakfast Panel – Women  
Entrepreneurs

Susan Branch is the self-taught artist and author of fourteen Heart of the Home books. From her Martha's Vineyard studio, she writes about the "home arts" of family, cooking,

gardening, sewing, and the little things that make life sweet. Susan illustrates her books in watercolors and hand writes every word in pen and ink. You'll see some of her work in the new Celebrations cookbook debuting at THE CREATIVE CONNECTION event in September. Susan has a monthly newsletter, famous in certain circles, named "Willard," after her grandfather. Susan's artwork has graced many products over the years, from pajamas and teapots, to hooked rugs, calendars, and scrapbooks. She also designs quilting fabrics for Cranston's "Quilting Treasures." Please visit her "ancient, but still beautiful" 14-year-old website, SusanBranch.com.

Web: [www.susanbranch.com](http://www.susanbranch.com)



### TERRY WALTERS

Panelist-Self Publishing

Terry Walters is at the forefront of the clean-eating lifestyle movement. She is the author of the highly acclaimed cookbooks, Clean Food and Clean Start, and is dedicated to making sustainable good health both easy and delicious. Without preaching or judgment, Terry shares her passion and shows how

simple it is to get on the path to eating clean and enjoying good health—for yourself, your family, and the environment. Terry has traveled all over North America speaking about CLEAN FOOD. She has been featured on television and radio, in print and Internet media, and is the author of the popular blog Eat Clean Live Well. Terry serves on the board of directors for Urban Oaks Organic Farm, one of the largest urban organic farms in the country, and received her training at The Institute of Integrative Nutrition. She resides in Connecticut with her husband and two children, who know the joys of eating clean.

Web: [www.terrywalters.net](http://www.terrywalters.net)  
Blog: <http://terrywalters.net/blog>  
Facebook: CLEAN FOOD  
Twitter: @TerryWalters



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## PITCH SLAM EXPERTS



### AMY POWERS

Panelist – Self Publishing

Amy Powers decided to create her very own online magazine, Inspired Ideas, on a bit of a whim. She always adored magazines and when she didn't find anything on the newsstands that particularly inspired her, she decided to publish her own virtual one. With a background in magazine design (she was once art director for a very boring

engineering magazine), she dusted off her ancient computer programs and got to work. She called upon her crafty friends for project ideas and published her first issue in Autumn of last year. It was met with a small happy reception. Her goal is for readers to feel inspired to create at least one project from each issue. "I'd love for the magazine to be page after page of inspiration. I always feel a magazine is worth the price if I'm inspired to create something after I read it." Amy lives with her charming husband, Rich, and their adorable son Alfredo in their home in the DC Suburbs. She writes of her sweet life on her blog, Inspire Co.



### BETH LORENTZ

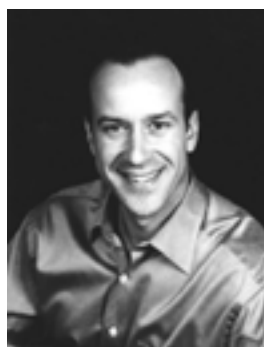
Expert-Pitch to become a designer for a gift company

Beth Lorentz, Midwest-CBK Vice President Product Development: Inspiring traditions defines Beth Lorentz's passion for the gift industry. Currently, Beth is the Vice President of Product Development for Midwest-CBK, a leading wholesale company specializing in designing and

manufacturing holiday, giftware and home décor. Midwest-CBK's unique, well-priced decorations and gifts delight the heart, refresh the home, and inspire new traditions. Beth leads the efforts of a fabulous in-house design and product development team, as well as talented independent licensed artists. Visit: [www.midwest-cbk.com](http://www.midwest-cbk.com)

Midwest-CBK seasonal collections celebrate Christmas, Halloween, Harvest, Easter and the seasons that surround them. We celebrate artistry and vision, creating décor and gifts from the heart that honor traditions old and new. Our collections begin with one person's imagination, brought to life through time-honored techniques of handcrafted artistry. Our products delight the heart,

refresh the home, and inspire new traditions. Midwest-CBK gift and home accessory collections celebrate your home, friends, and family. Our product lines are inspired by interior design, color, and cultural trends. They are exclusively created by our talented artists who share and express their creativity in all that they do. Our gift line features exclusive brands including Genuine Monkees and Friends™, Wonderlights™, Mini Shimmers™, and Lights in the Nights™. We also offer inspirational garden and home accessory gift collections inspired by today's trends, blended with classic style for universal appeal. Midwest-CBK Colonial Candle line of premium candles and home fragrance product stands for exceptional quality and integrity, providing on-trend fragrances and color for home décor and gift giving. Our popular Colonial Candle container candles, pillars, dinner candles, votives and tea lights are proudly made in the U.S.



### BRETT WALDMAN

Brett Waldman, the publisher and founder of TRISTAN Publishing, grew up in the book industry serving in many roles, including President of The Bookmen, an independent book wholesale and distribution company that his father, Ned Waldman, and uncle, Norton Stillman, founded in 1962. Brett also held the role of President at Waldman House Press, an independent

press, founded by Ned in 1978.

In 2001 Brett, and his wife, Sheila Waldman, established TRISTAN Publishing. Along the way, and with the support of a bank, they purchased Waldman House Press and continued to grow TRISTAN Publishing, one book at a time. You may be familiar with TRISTAN titles such as A Cup of Christmas Tea, the Christmas classic, which has sold over 1.7 million copies and was on the New York Times Best Seller List for four Holiday seasons; The Next Place, one of the most embraced books to help one deal with the loss of a loved one, now approaching 600,000 copies sold and going on it's 31st printing; or the PEEF series with over 500,000 books and bears sold! Over the years they have worked with talents such as Tom Hegg, Warren Hanson, Jodi Hills, Rick Kupchella, Ron Schara, Joan Steffend and many other gifted authors and artists from around the country. Each TRISTAN title has a simple but profound message that inspires, uplifts and brings hope. At TRISTAN we stay true to our core mission of creating short treasures. We have found it's what we do best and where we know we can make a difference. Most of our gift books take the reader less than 10 minutes to read...but hopefully touch their life in a very lasting way. Our award winning titles have been recognized by ForeWord Magazine,





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Publishers Weekly, The Benjamin Franklin Awards, "IPPY", Midwest Independent Publishers Association, Living Now Awards as well as featured in People Magazine, Guideposts Magazine, Gift Beat and Parent's Magazine.



### CHRISTEN OLIVAREZ

Expert-Pitch to Write for a Print or On-line Magazine

Christen Olivarez is Director of Publishing for Stampington & Company and Editor-in-Chief of Somerset Studio, Somerset Life, and Belle Armoire Jewelry. She leads a talented team of editors, designers and photographers and oversees the production of Stampington & Company's 30+ magazine titles. She's an avid reader, knitter, and art journaler and a supporter of the Slow Food movement. In her free time,

you can find her curled up on the couch with yarn in hand, or out searching for the latest and greatest restaurants.

About Stampington: Since 1994, Stampington & Company of Laguna Hills, CA, has been a leading source of information and inspiration for art and crafts lovers around the world. Launched with a small line of rubber stamps by President and Publisher Kellene Giloff, the company has since expanded to include more than 1,500 stamp images and over 30 bestselling publications, including Somerset Studio, Belle Armoire Jewelry, Somerset Life, Artful Blogging, Where Women Create, and Where Women Cook. Known for their stunning full-color photography and step-by-step instructions, Stampington & Company's publications provide a forum for both professional artists and hobbyists to share their beautiful handmade creations with one another. Visit: [www.stampington.com](http://www.stampington.com).

### CINDY CLOWARD AND JINA BARNEY

Experts-Pitch to Become a Designer for a Textile/Licensing Manufacturer



Cindy Cloward and her husband, Bret are the owners of Riley Blake Designs. Cindy works closely with their artists and their design team to bring colorful, fun and sophisticated designs to fabric. Having a mother that always loved to paint and create inspired Cindy to start sewing at a early age. After high school

Cindy pursued a Bachelor's degree in Nursing and worked as a RN in Labor and Delivery for ten years at the University of Utah. Two of those years were spent working with high risk OB patients as a Flight Nurse. Cindy married into the textile business; her in-laws owned retail fabric stores along the Wasatch front. Taking an early retirement from Nursing after the birth of her third child, Cindy embraced the life of a stay-at-home mom while her children were small. Even with small children she found time to sew, garden, scrapbook, and decorate with color. After living around the country in places like Texas, Washington State, Nevada, and New York, she and her family came back home to Utah to run their textile wholesale business. Bret and Cindy have owned their wholesale business for the past 12 years, and started producing fabric 5 years ago. Two years ago they launched Riley Blake Designs. Their bright and colorful fabrics are created in hopes that they will inspire the professional, avid, recreational, and future sewers alike. Life is a balancing act, but there is always time to sew!



Jina learned to sew at an early age while growing up in Australia. As a young girl, she loved to make doll clothes, she learned to knit and create many other craft projects, and was always keeping her hands busy. Over the years, Jina has absorbed every genre of crafting from tole painting and scrapbooking to doll

making and jewelry making. While a teenager, Jina adopted a love for sewing as her father provided all the patterns and fabric she required for sewing her own clothes. As she began raising her own children she became known as a trendsetter with the unique fashions and accessories she would sew and create for her little girls. Jina was introduced to quilting in 1989 and was quickly addicted. She is a founding member of a 23-year-old quilt group. Her quilting is known as bright, unique, edgy, and precise. Her quilting designs have been featured in many magazines and she has taught and created addictions among many women who have learned the art of quilting. Jina proudly claims a Bachelor of Science degree from BYU. Previous to coming to Riley Blake





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Designs, Jina worked for a nationally known jewelry company where she fulfilled the roles of both National Sales Manager & Production Manager. Who would have guessed that her love of quilting would become the skill set needed to be hired as the Design Director for Riley Blake Designs? The creation process is where Jina loves to be as she works closely with the artists to create fabrics that make you happy and design quilts that inspire others to buy more fabric. Jina continues to sew, cook, garden, and explore the art of continuing to create.

and digital success. Her self-published eBook claimed the #1 spot on Kindle's children's bestseller list for seven weeks. Colleen lives in Salem, Oregon, with her husband and a white stuffed tiger.



### CLAUDINE HELLMUTH

Roundtable Artists-Pitch to become a designer for a craft/paper company

Claudine Hellmuth is a nationally recognized collage artist, author and illustrator. She combines photos, paint, paper and pen into quirky, whimsical-retro collages. Her artworks have been featured on The Martha Stewart Show, in Mary Engelbreit's Home Companion

magazine, The New York Times, on HGTV's "I Want That!" and on the DIY Network's program, "Craft Lab." In addition to creating her artwork full-time, Claudine has developed a craft product line with Ranger Inc. under the brand name of "Claudine Hellmuth Studio", she licenses her illustrations to the gift and craft markets. Claudine also teaches collage workshops in the US & Canada, and she has written 3 books and 3 DVDs about her techniques. Originally from Orlando FL, Claudine now lives in Washington DC with her husband Paul and their very spoiled pets: Mabel and Brian cats and their dog Maggie. Visit her at <http://www.collageartist.com>.



### DEBORAH BALMUTH

Expert-Pitch to Become a Craft Book Author

Storey Publishing has a mission to publish "practical information that encourages personal independence in harmony with the environment." From our offices in the Berkshire hills of western Massachusetts, we produce high-quality books focused in the areas

of gardening, crafts, farming and animal-raising, cooking, building, and traditional skills. Recent titles include: One-Yard Wonders, The Handmade Marketplace, The Backyard Homestead, Put 'Em Up, and Sock Yarn One-Skein Wonders.

Deborah Balmuth, editorial director at Storey Publishing, has been envisioning, shaping, and helping authors realize their book dreams for nearly 20 years. When she isn't sharpening her red pencil, she's often knitting, sewing, reading, or biking around her home in western Massachusetts.



### COLLEEN HOUCK

Roundtable Author-Pitch to Become a Children's Book Author and/or Illustrator

Colleen is a lifelong reader whose literary interests include action, adventure, science fiction, and romance. Formerly a student at the University of Arizona, she has worked as a nationally certified American Sign Language interpreter for seventeen years. Tiger's

Curse is her first book, which has already received literary praise



### DEBBIE MURRAY AND SHEA FRAGOSO

Round Table Designers-Pitch to become a designer for a gift company

The mother-daughter design team of Debbie Murray and Shea Fragoso has been collaborating in creative ways for as long as both can remember. When Shea was growing up, Debbie taught

stained glass classes in the community college system and owned a custom glass design business and fine art painting studio. When Shea finished school, they owned gift shops together in Southern California. Shea became a highly sought-after jewelry designer; her creations appeared in dozens of fashion magazines and graced the red carpet several times. Both women designed products for the gift industry and sold pieces to collectors around the world. In 2009, Debbie and Shea completed a major remodeling of a gothic church



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in Dallas, Texas. Here, they indulged in their love of crowns and European design and were constantly inspired by the architecture and the light



### DEDE BARNUM

Expert-Pitch to become a Guest on a TV Show

DeDe Barnum is an experienced, award-winning television producer who has been creating, developing and managing shows and talent for more than 20 years. Her shows and talent have appeared on HGTV, Travel Channel, Food Network, DIY Network and KSTP-TV (ABC, Minneapolis). DeDe's

most recent project was producing a new series for the Travel Channel, "International Open House." Before that, she worked on Food Networks' "Diners, Drive-ins and Dives" with Guy Fieri. She launched her national cable career by creating, developing and producing several "lifestyle" series for HGTV, including "Decorating Cents," "FreeStyle" and "Room for Change."

DeDe loves discovering and developing new talent. So when DeDe asks,

"Have you ever thought about being on TV?" you just might have what it takes!



### DREW EMBORSKY

Roundtable Artist-Pitch to turn a crochet or knit project into a pattern/product

Drew Emborsky, aka The Crochet Dude®, was taught to crochet at age five by his mother while snowbound

in Lake Tahoe. After studying fine art in college and living as a "starving artist" for years, he found solace in crocheting for charity while grieving the passing of his mom. It was during this time with the charity group that Drew became known as The Crochet Dude, which then led to the launch of his wildly popular blog in 2005, The Crochet Dude. Since then, Drew has had published numerous patterns in magazines and compilations books, his own full-length books, has appeared as a guest on various TV programs, and is currently the crochet expert on the hit PBS show Knit and Crochet

Now. And watch out, crochet has a new Boye®toy, as Drew has teamed up with Boye® brand hooks to launch his own line of kits, hooks, tools, and accessories, available now nationwide. Drew lives in Houston, TX with his cats Chandler and Cleocatra.



### EVIE ASHWORTH

Expert-Pitch to Become a Designer for a Textile/Licensing Manufacturer

Evie Ashworth is Design Director for the Retail Division at Robert Kaufman Fabrics. An established member of the textile industry for over 40 years, Evie

has traveled the world to all production points from Europe to Asia and in between. She brought her expertise to Robert Kaufman in 2000 to establish within the company a whole category of product specifically for quilt fabric retailers. She merchandised the line, introducing the concept of coordinated samples and print basics, including the trademark Fusions(TM) brand, and ensures Robert Kaufman brand's association with only the highest quality standards. Evie currently directs a large internal design team as well as several art studios abroad, to produce Robert Kaufman's signature in-house Luxe and Gallery looks as well as a broad range with external licensed artists and brands.

About Robert Kaufman Fabrics:

Designer fabrics for the creative sewist. Founded in 1942, this Los Angeles-based fabric manufacturer wholesales to the home sewing retail and manufacturing markets, with customers including manufacturers of finished goods, such as apparel, bedding and accessories, and retail customers whose end-users comprise home apparel and craft sewers. For more information, please visit: [www.robertkaufman.com](http://www.robertkaufman.com)



### INGRID LISS

Expert-Pitch to Become a Gift Company Designer

Ingrid Liss is currently the Creative Director for Demdaco, a leading wholesale company specializing in giftware, holiday and home décor. With

an emphasis on 'lifting the spirit', the Demdaco everyday giftware and Silvestri holiday brands bring unique artistry and meaningful products to market. Ingrid leads the combined efforts of leading



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independent licensed artists as well as a talented in-house staff of designers and product developers. Working in partnership with craftsmen and factories overseas, Ingrid helps facilitate the interpretation of artists' designs for manufacture and importing. Formerly the Vice President of Design and Trend for Midwest of Cannon Falls, Ingrid brings over 20 years of industry experience in product development to her position. Ingrid is also the busy mom of two beautiful teenage girls who keep her laughing and on her toes.



### JANICE COLE

Roundtable Author-Pitch to Become a Cookbook Author

Janice Cole is the author of *Chicken and Egg: A Memoir of Suburban Homesteading with 125 Recipes* (Chronicle Books, 2011) and *Culinary*

*Adventures: Techniques and Recipes* (Cooking Club of America, 2008). She has also authored and contributed to numerous cookbooks for corporate clients. She has been involved in multiple aspects of the food industry for over twenty-five years from being a restaurant chef to managing a cooking school, consulting, and writing. She is currently the food editor of the successful national magazine *Cooking Club*, a subscription-only publication with over half a million subscribers, and started with the magazine at its inception. She is also a freelance food writer, recipe developer and food stylist working with clients across the country. Her articles appear regularly in the *Cooking Club* magazine and she recently started a new column for *Backyard Poultry* magazine. Her work has been featured in other editorial and corporate publications and outlets. Janice studied cooking at the London Cordon Bleu and is a former restaurant owner and caterer. She is also a cooking teacher and speaker on backyard urban chickens. She is a member of the International Association of Cooking Professionals, Les Dames d'Escoffier, and Women Who Really Cook. Visit her website at <http://janicecole.net/> for more information and her blog *Three Swingin' Chicks* to read about her backyard hens.



### JANINE VANGOOL

Expert-Pitch to write for a print or on-line magazine

After working for clients for a dozen years, Janine Vangool decided to pursue her own creative path through publishing books on creativity, craft, and design. With a love of things creative and curious, she publishes, edits, and designs *UPPERCASE* magazine and books.

### JASON PRINCE

Expert-Pitch to become a cookbook author

Jason Prince is Vice President, Publisher for Sterling Publishing. He is responsible for the adult publishing list at Sterling, which includes the imprints Sterling, Sterling Ethos, Sterling Epicure, Puzzlewright Press, Hearst Books, Fall River Press, Metro Books, and Sterling Innovation. Mr. Prince joined the company in 1995 as a sales assistant and was named Director, Sales and Marketing in 2000. In 2007 he was named Publisher. Prior to Sterling, Mr. Prince worked in a bookstore. Mr. Prince graduated from The University of Buffalo with a degree in English. He lives in Croton-on-Hudson with his wife and three children.



### JAYME SHEPHERD

Expert-Pitch to Become a Designer for a Craft Company

Jayme is currently the Style Director and a Product Designer for Making Memories. Having served several roles with the company since 2003, she has a unique skill set which combines her business background, sharp eye for design and creative talents into one dynamic role. She has always had a love for crafting and creating and has been scrapbooking and sewing for more than

25 years. While at Making Memories, Jayme has conceptualized and developed many programs for both the local independent stores and national mass retailers. Jayme was an integral part of





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securing the brand into Target and has continued to develop key product lines for the retailer. She has also conceptualized and developed many product lines for Michaels, QVC and others. Over the years, Jayme has traveled internationally and across the country teaching at various scrapbooking events. She has also been a featured designer in several publications with Making Memories as well as Creating Keepsakes and Simply Handmade magazines.



### JINGER ADAMS

Expert-Pitch to Become a Craft Company Designer

Jinger began her creative journey in 2001 when she opened a retail store which immediately became a destination for people who shared her love for crafting. After hiring a talented design team, coming up with a line of great products and personally setting up production in the Orient, she created her own retail brand under the name of

“Just Jinger.” It wasn’t long before her products gained popularity and the “Just Jinger” brand found a home in thousands of retail locations, including Michaels, Hobby Lobby, A.C. Moore and Wal-Mart. Since 2008, Jinger Adams has served as Creative Director and Spokesperson at Provo Craft. During this time, Jinger has been featured regularly as a vendor host on Home Shopping Network (HSN). As one of the top-rated vendor hosts on HSN, she has become the face of Cricut and an inspiration to millions of creative people in North American and abroad. She also appears on The Shopping Channel, in Canada, and Ideal World in the UK, and has been featured on Designing Spaces, The Lifetime Channel and many other national and local TV programs.

Provo Craft is a technology company that enables women to be their creative best. For 40 years, Provo Craft has invented new products that bring industrial technology to the masses, including the Cricut® Personal Electronic Cutter, the Cricut Cake® Personal Electronic Cutter, the Gypsy® handheld design studio for Cricut, the Yudu® Personal Screen Printer, the Cricut DesignStudio® software, the YourStory® Book Binder and Laminator, the Cuttlebug® Embosser and Die Cutter, and the Knifty Knitter®. These innovative tools help women bring their creative ideas to life in a personalized, professional-looking way at home, in schools, and in the workplace. Provo Craft products have won dozens of industry awards and are available through leading craft, home décor, office, and education stores nationwide. Visit [www.provocraft.com](http://www.provocraft.com) or [www.Cricut.com](http://www.Cricut.com) for more information.



### JULIE COVE

Roundtable Artist-Pitch to become a guest on a TV show

For the past 19 years as an interior designer, Julie Cove has been celebrated as the Martha Stewart of Victoria. As owner of one of the most-loved home decor stores on Vancouver Island, Julie has helped thousands discover how to create beautiful spaces. Julie loves sharing her knowledge of design and do-it-yourself creations, and has

been a popular speaker and workshop leader on the West Coast for 20 years. Appearing as a regular design expert on TV, hosting her own radio show, Island Lifestyles, and writing for a variety of magazines as well as a blog, Julie has a unique gift as a teacher and instructor—inspiring her “students” to be creative, innovative, and to do it with passion! Julie’s design work has been featured in magazines, and she’s been the creative force behind several successful home tours and special events. Julie also has a passion for giving back. She uses her love of design and creativity as a way to raise thousands of dollars for community charity groups.

This award-winning designer is excited to take on her new passion: marrying beauty and creativity with healthy living. After a health crisis, Julie was forced to pour her creative energy into discovering everything she could about nutrition, exercise, and healthy living. She discovered an abundance of information on health, but a lack of innovative healthy recipes. Given her sincere appreciation for creativity and food, this inspired Julie to make healthy living more desirable, beautiful, and delicious to others. Her blog features health tips and delicious recipes, beautifully styled with her own vivid photography. Julie’s passion is to inspire a healthy lifestyle for everyone—especially busy crafting moms!



### KAARI MENG

Roundtable Author-Pitch to Become a Craft Book Author

Kaari Meng has been designing vintage glass jewelry for more than 20 years. After moving to New York City in 1988, Kaari began exhibiting at trade shows and designing for specialty shops, including Anthropologie. Armed with experience in all facets of jewelry





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manufacturing, she began teaching jewelry making out of her shop, French General. In 2003, French General moved to Los Angeles, where it continues to offer workshops and creative kits to people who enjoy working with vintage materials.

Kaari is the author of several books, including French-Inspired Jewelry: Creating with Vintage Beads, Buttons & Baubles (Lark/Sterling, 2007) and Treasured Notions (Chronicle Books, 2010).



### KATE WOODROW

Expert-Pitch to Become a  
Craft Book Author

Kate Woodrow is an editor at Chronicle Books, an independent publisher in San Francisco. She joined Chronicle's editorial team in 2005 and has since acquired and developed more than 150 books and gifts. Focusing on lifestyle, art, and stationery products with distinctive design and high production value, Kate's worked with

Lotta Jansdotter, Anna Sui, Kaari Meng, Jenny Hart, Sabrina Ward Harrison, Cath Kidston, Meg Mateo Iasco, Joy D. Cho, and Julia Rothman, among other authors and artists. When not making books at Chronicle, Kate's a freelance editor for Anthology magazine, a quarterly lifestyle magazine that's distributed globally. She lives with her husband in Berkeley, CA, and you can find her on Twitter @katewoodrow.



### KATHY MILLER

Expert- Pitch to become a Designer  
for a Textile/Licensing Manufacture

Kathy Miller is the co-founder/president and creative director of Michael Miller Fabrics. Before starting Michael Miller Fabrics in 1999 along with business partner Michael Steiner, she spent 23 years honing her textile design skills in the biz as an artist, assistant stylist and eventually stylist, designing for

everything from kids wear, womens wear, lingerie and the home sewing world; traveling the globe and learning the intricacies of mill work and sourcing. Each job, each project was a valuable lesson

and a path she's never doubted. In her dream job today, she directs Michael Miller's diversely talented in-house artists and freelancers as well as a fabulous group of licensed designers.

Michael Miller Fabrics produces their own line of fabrics as well as licensed designers and private label work for many well-known apparel, handbag, accessory and home goods companies. Their unique design perspective and great people have brought them from shoestring start-up to international acclaim. Kathy says; What we do is a truly collaborative effort; our product passes through many minds and hands before landing in the hands of the the person who will take it to fruition. Whether it's a handmade quilt for that special someone or mass produced handbags, it's a smile at the end of the line for all of us. For more info, visit Kathy's blog at [makingitfun](http://makingitfun.com) and Michael Miller fabrics at [MichaelMillerFabrics.com](http://MichaelMillerFabrics.com)



### KELLY RAE ROBERTS

Roundtable Artist-Pitch to Become a  
Designer for a Gift Company

Kelly is an artist, author, and possibiltarian. She is the author of Taking Flight: Inspiration + Techniques to Give Your Creative Spirit Wings, a best selling book that encompasses all aspects of what it means to live the creative life. She is also the author of Flying Lessons: Tips + Tricks to Help Your Creative Biz Soar – a series of

popular e-books where she shares everything she knows about how she transitioned out of her day job and into a creative life as a full time, self taught, successful mixed media artist. Her work has been featured in a variety of mixed media books and publications, including Cloth Paper Scissors, Somerset Life, Somerset Studios (her artwork was on the 03/2010 cover!), Where Women Create, Memory Makers, and more. Much of her artwork is licensed and can be seen in stores nationwide on a variety of products, including decorative wall art, sculptures, home decor items, and so much more. In essence, she is an artist and all around lover of life and people who seeks to express a sense of vitality and connectedness in her paintings and writings. Having spent most of her life in the company of women, her pieces grow out of the kindred support she has felt from many of them throughout her life. She is unendingly grateful for the spirits of these women who walk with her, in flesh or in paint, on her incredible journey into art, love and life. Kelly currently lives in Portland, OR with her outdoorsy husband John, their new baby boy named True, and their airplane-eared dog Bella. You can read her popular blog and learn more about her at [www.KellyRaeRoberts.com](http://www.KellyRaeRoberts.com).



# THE CREATIVE CONNECTION

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## PITCH SLAM EXPERTS



### LESLIE SHEWRING

Roundtable Author-Pitch to Write for a Print or On-line Magazine

Leslie Shewring is a Canadian from Vancouver Island currently living in Los Angeles, California. She relocated to the U.S. to earn a degree in Architecture and Interior Design. Immediately after finishing school, Leslie had the opportunity to team up with a manufacturing and distributing

company. Collaborating together, Leslie developed, designed, and handled packaging direction for many products sold in major retailers throughout North America. Although she loved her job, the deadlines, cross-country travel, and long trips to Asia did not fit with her ideal of family life. When Leslie had her first child four years ago, she stepped away. She still consults from time to time, but most of her days are spent with her two little kids, or in her home studio where she paints, collages, styles, and photographs. Leslie shares her creative projects on her blog A Creative Mint and she also authors a popular monthly column on the blog Decor8 called "Color Me Pretty." Recently, Leslie has teamed up with Holly Becker to teach "Blogging Your Way," a popular e-course that has been running twice a year. You may also find Leslie's colorful work in Stampington's Somerset Life, where she is a columnist.



### LILLA ROGERS

Expert-Pitch to become a Designer for a Textile/Licensing Manufacturer

Lilla Rogers steers the ship at Lilla Rogers Studio, an international art agency representing 38 artists in textile,

apparel, gift, housewares, editorial, children's books, advertising, etc. Clients include Crate & Barrel, Blue Q, Poketo, IKEA, Target, Warner Bros., New York Times, Levi's, Godiva, Barneys New York, and hundreds of others.

She has lectured internationally at venues such as ICON: the Illustration Conference, Printsources NY, colleges and corporations, and is frequently interviewed for her expertise as an agent, trendsetter, and artist. When asked by UPPERCASE Magazine, "For you, what is the meaning of life?" she answered, "Doing what you

are meant to do and to help others along the way. Giving back is very rewarding. If I can help artists find success without all the hard work I had to do, then I am happy".

"Lilla Rogers is a colourful, creative juggernaut. How else to describe a prolific artist who is not only a talented illustrator, teacher, lecturer, mentor, mother and craft-maker, but also a respected agent who has been in the business for 27 years? Rogers' charming work and lush website featuring, amongst other visual delights, the 38 other illustrators she represents, are testaments to the fact that such a Herculean creative workload is not only possible but grounds for a creative vision as powerful as it is unique."

— Janine Vangool for UPPERCASE Magazine



### LISA KIVIRIST

Roundtable Author-Pitch to Become a Cookbook Author

Lisa Kivirist is co-author, with her husband, John Ivanko, of the award-winning book ECOpreneuring and Rural Renaissance and the new cookbook, Farmstead Chef (Fall, 2011 release) as

well as Kiss Off Corporate America: A Young Professional's Guide to Independence. She writes frequently on food, farming and women in agriculture issues for a range of publications including Hobby Farm Home, Hobby Farms, the Organic Broadcaster and Edible Madison, often accompanied by John's photography. Lisa is the lead writer for Renewing the Countryside: Wisconsin, featuring success stories of rural revitalization and writes a column on federal policy issues for the Women, Food & Agriculture Network (WFAN). Lisa's writing passions extend into educational outreach: she speaks nationally on the issues she writes about such as women in agriculture, sustainable living and food issues at venues ranging from the Mother Earth News Festivals to university campuses. Her home writing base is Inn Serendipity Farm and Bed and Breakfast outside Monroe, Wisconsin, which she runs with her family, completely powered by renewable energy. Visit her at [www.innserendipity.com](http://www.innserendipity.com)



# THE CREATIVE CONNECTION

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## PITCH SLAM EXPERTS



### LISA MCCUE

Roundtable Author-Pitch to Become a Children's Book Author and/or Illustrator

Lisa McCue is one of today's most sought-after illustrators. In the past 30 years, Lisa has illustrated more than 175 books for children, and has written and illustrated the bestselling Quiet Bunny

books. In addition to Quiet Bunny, McCue has created many of today's most recognizable children's book characters, such as the world of Corduroy, Cork & Fuzz, and Fuzzytails. She has received numerous awards for her work, including many awards for Best Book of the Year, CCBC Choice Books, and the Junior Library Guild Premium Selection. Many of Lisa's books have also been selected by the Society of Illustrators for the Original Art Show, featuring the best art in children's books.

Lisa's artwork appears on many licensed products—including fabrics, greeting cards, gift tins, wrapping paper, clothing, puzzles, home décor, and a number of plush toys fashioned after her popular characters.

- 2002 – 2003 Deluxe Designs Product Designer, Margie's House Teacher, Co-Authored Card Crazy
- 2002-2003 Bazzill Basics Paper, Contributing Artist, Eclectic and Bazzill Color
- 2003-2009 Making Memories, Product Designer, Style Director, Contributing artist, Ribbonrie, Celebrations, Show & Tell, A Season of Joy and Art Directed
- Slice Inspirations. Created Style boards and presented lines for Michaels, Target, Kohls, Hobby Lobby and Archivers
- 2010-2011 Launched The Girls' Paperie by Margie with Advantus
- 2001- Authentic, Style & Media Product Designer, Marketing and Social Media
- TV appearances: DIY Network, HSN, Studio 5 and Good Morning Utah
- Teaching Events:
- CKU 2002-2009
- CKU-Japan 2009
- Taught events in, South Africa, Australia, Norway, Amsterdam, Canada, Japan and all over the United States.
- EBook for Ella Publishing November 2009
- Big Picture Contributing Teacher 2008
- Owner, Spark the Event [www.sparktheevent.com](http://www.sparktheevent.com)
- Owner, The Girls' Loft [www.thegirlsloft.com](http://www.thegirlsloft.com)



### MARGIE ROMNEY-ASLETT

Expert-Designer for a Craft Company

Margie Romney-Aslett is a Daughter, a Sister, a Friend, a Mother, a Scrapbooker, a Teacher and Designer. If you asked her she would say, "I'm just a girl" Margie started Scrapbooking after the birth of her first child Megan, 24 years ago and has seen and

been part of industry changes over the years as a product designer. Margie has taught all over the United States and world. Margie loves getting out and meeting other women who have the same passion for Paper-Crafting in common. If you have ever taken one of Margie's classes you know she is full of energy, laughs and fun! Margie is a girlie girl, loves the color pink, a great pedi and putting together a beautiful outfit from head to toe! Margie has 4 beautiful children, Megan 24 Brooke 21, Max 19, and Griffin 18! Having 2 adult daughters and 2 teenagers keeps her hip to all the latest trends, full of energy and hard working!

Professional Bio:



### MARGO TANTAU

Expert-Pitch to become a designer for a gift company

Retrace Margo Tantau's career path, and you'll find yourself all over the map.

Margo blends a passion for art, design

and the people who create it, with an understanding of specialty retailing, & the challenges of being an independent artist. Margo's love of possibility enabled her to turn the success of 10 years of her unique retail store, Tantau, into a sought-after wholesale business. This favorite venture, Relish, represented unique small artists nationally and internationally, and specialized in product that would differentiate any retailer who chose to place an order. Her success with Relish led to National Magazine work, and 4 years as Creative Director of Seasonal Decor Company, Midwest of Cannon Falls. She then joined Hallmark, where she served as creative Director of Retail Product Development prior to her present role, leading the Direct Imports team. Margo shares her rambling Kansas City bungalow with her partner Johnny, their 2 year old son Cooper, two loveable mutts, a well used art studio, and endless





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collections of pottery, art, antiques, and found treasures. Margo has been described as “Fairy Good-Mother to Artists everywhere”...and she loves to live in to that personality. It is this passion that guides her creative spirit.



### MARILYN SCOTT-WATERS

Roundtable Author-Pitch to Become a  
Children’s Book Author/Illustrator

Marilyn Scott-Waters loves making things out of paper. Between 2,000 and 7,000 visitors frequent Marilyn’s

popular website each day, <http://thetoymaker.com>, downloading more than six million of her easy-to-make paper toys. Her goal is to help parents and children spend time together making things. Her first self-published book, *The Toymaker: Paper Toys that You Can Make Yourself*, was a bestselling paper toy book on Amazon.com. The book sold out two print runs, and was picked up as a series by Sterling Publishing in 2010. Marilyn is the creator of the paper toy craft book series *The Toymaker’s Christmas: Paper Toys You Can Make Yourself* (Sterling, 2010), and *The Toymaker’s Workshop: Paper Toys You Can Make Yourself* (Sterling, 2011). She is also the co-creator of the fully illustrated middle-grade nonfiction series, *Haunted Histories*, forthcoming from Christy Ottaviano Books/Henry Holt Books for Young Readers. Ms. Scott-Waters illustrated *The Search for Vile Things* (Scholastic), and created paper engineering for *Pop & Sniff Fruit* (Piggy Toes Press). She was also recently featured on *Career Day* a nationally syndicated program for children produced by Entertainment Studios. She is represented by Jamie Weiss Chilton of the Andrea Brown Literary Agency, <http://andreabrownlit.com>. Marilyn lives in Costa Mesa, California, with her husband and fourteen-year-old son.

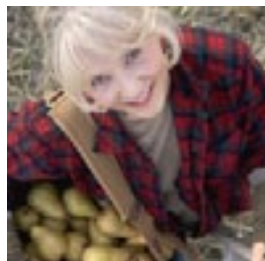


### MARY HETTMANSPERGER

Roundtable Artist-Pitch to become a  
guest on a TV show

Mary Hettmansperger is a fiber and jewelry artist who teaches in the U.S. and internationally—Australia, New Zealand, Ireland, and Singapore. She has taught for Arrowmont, Penland, Bead and Button, Convergence,

national and regional fiber conferences, at art and craft schools, and for private guilds. Mary has authored and illustrated three books: *Fabulous Woven Jewelry*, *Mixed Metal Jewelry Workshop*, and *Wrap, Stitch, Fold and Rivet*, all published by Lark/Sterling. Currently, Mary is working on two more books, including a new jewelry book due to be released in Spring of 2012, and an art quilt book that will be released in Fall of 2012—titles coming soon! Her work has been featured in many other books: *Jewelry Design Challenge*, *500 Baskets*, *Fiber Arts Design Book 7*, the *Gourd Book*, *Creative Scarecrows*, *Pushing the Envelope*, *Fabulous Found Object Jewelry*, *Teapots – Makers and Collectors*, *Beading with Crystals*, and *Creative Beading Volume 2*. Mary’s creative designs have also been mentioned in magazines, including *Quilting Arts*, *Art Jewelry*, *Bead and Button*, *Beadwork*, *Shuttle Spindle & Dye Pot*, and *Crafts Report*. Mary has exhibited her work at SOFA, through the Katie Gingrass Gallery, and she is a frequent contributor to the PBS shows *Beads Baubles & Jewels*, and *Quilting Art*.



### MARYJANE BUTTERS

Expert-Pitch to Write for a Print or  
On-line Magazine

MaryJane Butters was instrumental in creating the present-day organic movement in America. She was chair of one of the first state-sanctioned organic advisory boards and is proud to say her

first organic inspection certificate listed her as “grower #8.” Born to a large, self-sufficient family in Utah, she was raised on homegrown food and knew from the tender age of five that she would grow up to be an organic farmer. But her real passion is that of teacher. Featured in *The New Yorker* in 2004, a lengthy article stated, “MaryJane Butters, a natural teacher, has a gift for simplification, and makes it seem that everything she does is easy and attainable.” Those who’ve attended her non-profit Pay Dirt Farm School, now in its 14th year, all agree.

Her one-week intensive food rehab program has created legions of converts, all of them happy to report that MaryJane’s simple approach to “change your food, change your life” has done just that. Always the pioneer, MaryJane spent summers watching for fires from a mountaintop lookout; was one of the first female wilderness rangers in the U.S.; attended a trade school and worked for years as a carpenter; founded a well-known environmental organization still thriving today ([www.pcei.org](http://www.pcei.org)); and created a line of organic backpacking foods, MaryJane’s Outpost, sold in thousands of stores nationwide and in Canada ([www.maryjanesoutpost.org](http://www.maryjanesoutpost.org)).





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Her organic enterprise, which was immortalized in National Geographic magazine in 1995, has been featured in major magazines and newspapers across the country. She also runs a wall-tent B&B that was featured in The New York Times, Sunset, and Travel & Leisure magazines, and on both the Today Show and The Early Show. Her own “everyday organic lifestyle” magazine, MaryJanesFarm, is available nationwide. In addition to authoring three books, MaryJane also writes a weekly newspaper column, “MaryJane’s Everyday Organic,” for United Feature Syndicate.

From a facility on her farm, MaryJane mixes and ships 60 different organic prepared foods for home use ([www.maryjanesfarm.org](http://www.maryjanesfarm.org)). She grows fruits, vegetables, and eggs for an 18-family CSA. She even grows a biodiesel crop to fuel her pink vintage Mercedes Benz. She owns two retail stores. In addition, she designs and sells her own line of bed linens to nearly 700 department stores. Her designer fabric is marketed in several different countries, and she is the creator of Project F.A.R.M. (First-class American Rural Made), an organization employing rural women who sew totes, quilts, dolls, and more. MaryJane is also the owner of the historic Barron Flour Mill in Oakesdale, Washington.



### MELODY ROSS

Roundtable Artist-Pitch to Become a Designer for a Craft Company

Melody is a fourth-generation Idaho girl and has been an artist from the time she could hold a crayon in her hand, knowing from the age of five that she wanted to grow up and combine beautiful colorful images with her love of words. At the age of 18, Melody

began to sell painted works, and in 1997 at the age of 25, she started a worldwide product design and publishing business called Chatterbox. Through Chatterbox, she authored and published 15 books, manufactured and sold thousands of products that have become collectors items, and won countless awards for product innovation. Melody’s art, products, and books have been featured on television programs and in countless magazines. In 2009, Melody stepped away from Chatterbox to start Brave Girls Club, a worldwide organization that combines art with life skills to help women create the lives they want to live. Melody now licenses several product lines in arts and crafts, books, and home decor—including an extensive gift line with Demdaco and a new fabric line with Blend.

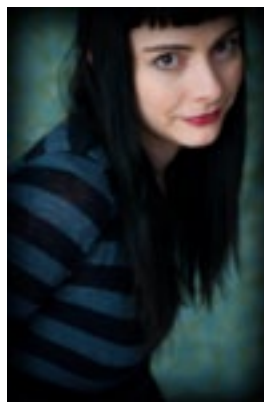


### MICHELE MUSKA

Expert-Pitch to turn a crochet or knit project into a pattern/product

Michele Muska is a Marketing Communications Manager for Simplicity Creative Group and their family of brands which include Simplicity Patterns, Wrights, Boye, EZ Quilting, Conso and British Trimmings. During the last seven years Michele has helped

in the development and design of new product, implemented educational opportunities and worked with their customers to provide a clear vision of how Simplicity Creative Group can foster and inspire creativity in the individual. She had a long career as a Recreation Therapist in the Art field and spent many years in her community performing service work which came in the form of advocating for Learning Disabled individuals. Michele graduated from UMASS Boston with a degree in Art which focused on painting and photography. She began sewing and knitting at age four and never stopped. Michele has appeared on Quilting Arts TV and Creative Memories. Her work can also be seen in many national quilting and craft publications including Belle Amoire, Haute Handbag and Altered Couture.



### NICOLE MCCONVILLE

Expert-Pitch to Become a Craft Book Author

Nicole McConville manages the Craft Your Life publishing strategy for Lark Crafts. Her team of editorial and art professionals acquire, develop, and produce a multifaceted program of print books, digital initiatives, and new products on a range of topics to serve the evolving craft community. Lark’s titles range from beginner project books to advanced technique books to best-

selling gallery books on topics such as sewing, quilting, knitting, crochet, jewelry, ceramics, general crafts, and emerging DIY areas. Recent standouts and upcoming releases include Craft Hope, Big Little Felt Universe, Signature Styles, the Homemade Living series, the Stash Happy series, and Where Women Cook: Celebrate!. Visit Lark Crafts online at [www.larkcrafts.com](http://www.larkcrafts.com)



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## PITCH SLAM EXPERTS



### PATTY YOUNG

Roundtable Artist-Pitch to Become a Designer for a Textile/Licensing Manufacturer

Patty Young grew up in San Jose, Costa Rica, in an environment where she was encouraged to express her creativity freely. Both of her parents dabbled in the arts so it was only natural that she would inherit their creative genes. They moved to the United States in 1987 and Patty attended The University of Central

Florida from 1989 to 1993 where she received her Bachelor of Fine Arts degree in Graphic Design and Photography. Currently, Patty is the co-owner and designer of MODKID, LLC, which specializes in boutique sewing patterns for children's and women's clothing as well as purses and home accessories. Also, Patty is a licensed textiles designer for New York-based, Michael Miller Fabrics and is currently designing her seventh fabric collection for them. Patty's first book, *Sewing MODKID Style*, for Wiley Publishing, will be available for pre-order this Fall and in newsstands Spring of 2012.



### PAULA PRASS

Roundtable Artist-Pitch to become a designer for a Gift Company

You might be surprised to know that Paula Prass, successful interior designer, artist, textile designer, home and gift décor designer and soon to be author was told as a child that she would never amount to anything. Once she stopped believing that lie there has been no holding back. Paula became known for her multi-award winning

and nationally recognized interior designs in the 90's. In 2003 she began manufacturing her own signature line of children's and home décor. Her fresh, crisp approach to design became an instant hit and quickly sold in stores nationally and internationally. Paula's creations and products have been featured in numerous magazines and publications such as *Architectural Digest*, several *Better Homes & Garden's* magazines and books including the cover of *Window and Walls*, *Coastal Living*, *Bride's* and *Domino*, to name a few. Now Paula licenses her designs with companies such as Michael Miller Fabrics, Oopsy daisy Art and Demdaco. She is also writing a book filled to the brim with creative ideas for the home that will

be released next summer 2012. Paula and her husband have just moved to San Diego from the Midwest. For entertainment Paula likes to amuse people with tales of what it's like to live as Paula Prass on her blog *Show & Tell*.



### REBEKAH TEAL

Roundtable Author-Pitch to Write for a Print or On-Line Magazine

Rebekah Teal has been an attorney for over 20 years. She has worked primarily in business, juvenile, and criminal law. In criminal court, Rebekah was appointed as an Assistant District Attorney, prosecuting felonies. Later she served as a Juvenile Court Judge, deciding abuse, neglect, and criminal

cases. Today, in addition to general practice matters, she serves as Special Counsel to an Atlanta-based asset management firm focused on making investments in clean technology, energy, and natural resources. In 1993 Rebekah became a pioneer in the private probation industry when she co-founded and grew one of the first private probation companies in the U.S. Although she enjoyed being an entrepreneur, Rebekah ultimately sold her interest in the company, which continues to operate as one of the most successful companies of its kind in the state. Rebekah enjoys the non-profit world and has served on numerous non-profit boards, most dealing with child advocacy issues. She was honored to head the state-mandated Domestic Violence Task Force. She also served as chairperson of the Child Fatality Review Board. In addition to her law degree, Rebekah holds a Master's of Theological Studies. Ten years ago, Rebekah became a mom. Much to her surprise and delight, motherhood has been her most fulfilling role. She is proud to say that she spoils her ten-year-old daughter rotten. In her free time, Rebekah enjoys hiking, cooking, gardening, running, and visiting her mountain farm. One day she hopes to have a big green tractor.



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## PITCH SLAM EXPERTS



### STEPHANIE HALLEEN

Expert-Pitch to become a guest on a TV show

Stephanie Halleen has been producing television shows for over 20 years. Most recently she produced the hit show for Food Network, “Diners, Drive-ins and Dives” with Guy Fieri. She’s worked with talk shows like Jenny Jones, Queen Latifah and The Oprah Winfrey

Show, as well as travel and food shows for Discovery Channel and design shows for HGTV. She has cast and trained new talent for HGTV’s “Decorating Cents” Redesign segments –where designers auditioned for the chance to be on the show. She has also been involved in development and production of start-up series for Food Network, Discovery Channel and TLC.



### TIFFANY THREADGOULD

Roundtable Author-Pitch to Become a Craft Book Author

Tiffany Threadgould is a design junkie who gives scrap materials a second life. She’s the founder of RePlayGround, where you can find oodles of do-it-

yourself projects, ReMake It recycling kits, and more information about her book ReMake It! She’s also the head of design at TerraCycle. Tiffany’s recycled crafts have been featured in The New York Times, Everyday with Rachael Ray, and Time Out New York. She has appeared on CNN and on the National Geographic four-part special, Garbage Moguls. Tiffany thinks that garbage has feelings too and sometimes can be found talking to her pile of junk at her design studio in Brooklyn, New York.



### SUZY ULTMAN

Roundtable Artist-Pitch to Become a Designer for a Textile/Licensing Manufacturer

Suzy Ultman: artist, doodler, designer, crafty girl. Suzy was born and raised in central Pennsylvania. As a kid, she spent time collecting stickers,

playing board games, picking berries in the woods, perfecting her Snoopy sketches, dancing to Fame, adventuring with her sisters, woodworking with her dad and baking with her mom. Suzy has been fortunate to live on the East Coast, the West Coast, and in The Netherlands. She is now enjoying a new adventure, living in the lovely Midwest, where she scouts for cardinals and devours chocolate-cayenne ice cream at the local scoop shop. As part of the Lilla Rogers Studio gang, Suzy has worked with Chronicle Books, Land of Nod, Crate & Barrel, Robert Kaufman Fabrics, K&Company, Madison Park Greetings, Oopsy Daisy, and more. Her charming creations grace the shelves of Target, Archiver’s, Anthropologie, Urban Outfitters, and Crate & Barrel. The products range from holiday ornaments to bathroom decor pieces to scrapbook essentials to fresh, colorful fabric collections. The work is simple and sweet, from an artist who lives in a land of mustachioed snails and apple houses.



### TERRY WALTERS

Roundtable Author-Pitch to Become a Cookbook Author

Terry Walters is at the forefront of the clean-eating lifestyle movement. She is the author of the highly acclaimed cookbooks, Clean Food and Clean Start, and is dedicated to making sustainable good health both easy

and delicious. Without preaching or judgment, Terry shares her passion and shows how simple it is to get on the path to eating clean and enjoying good health—for yourself, your family, and the environment. Terry has traveled all over North America speaking about CLEAN FOOD. She has been featured on television and radio, in print and Internet media, and is the author of the popular blog Eat Clean Live Well. Terry serves on the board of directors for Urban Oaks Organic Farm, one of the largest urban organic farms in the country, and received her training at The Institute of Integrative Nutrition. She resides in Connecticut with her husband and two children, who know the joys of eating clean.





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### TIM HOLTZ

Expert- Pitch to become a designer for a craft/paper company

Tim Holtz is the Creative Director for Ranger Industries, one of the leading manufacturers of innovative inks, paints, and embossing products. Tim plays an integral part in the development and design of cutting edge paper crafting products. Tim has also teamed up with various key companies

like Advantus/idea-ology, Tonic Studios, Stampers Anonymous, Sizzix/Alterations, and Coredinations to bring unique product collections that work hand in hand with Ranger's extensive lines. As a well known designer, Tim travels across the country and internationally to educate and introduce people to his world of distress techniques and philosophy of embracing imperfection. His book "A Compendium of Curiosities" is filled with creative and inspiring ideas for beginner paper crafters and beyond. He truly lives his motto to live the life you've imagined.

"In a world where the moments of our lives can be captured and created in art of the everyday, it's important it reflects our own unique personality. Finding just the right objects and tools to use are most important. Whatever your artistic vision is, exploring the imaginative is a chance for our creativity to escape understanding. Remember life isn't about finding yourself – life is about creating yourself..." -Tim



### TRACI BAUTISTA

Roundtable Artist-Pitch to Become a Designer for a Craft Company

After a successful career climbing the corporate ladder in Silicon Valley, marketing high-tech start ups and brands like IBM and Animal Planet, Traci left the corporate world to pursue

her passion for art. The year 2011 marks the 10-year anniversary of launching her creative business endeavor treiC designs. Prior to becoming a full-time artist, she worked as a graphic designer, event planner, marketing director, professional cheerleader, elementary art teacher, fashion designer, and web designer—to name just a few positions. Experiences that she gained through these positions, coupled with her innate drive to explore and create without boundaries, are what contribute to her success as a mixed media artist. Her passion for sharing art has led her on a worldwide tour, teaching mixed media workshops in handmade books, art journaling, collage, art marketing, and surface design. Traci is the author of the bestselling book, Collage Unleashed, and is currently working on her next book which will be released January 2012. Her art has been featured in over 15 art/mixed media books and 40 craft magazines, including Somerset Studio, Altered Couture, cloth. paper.scissors, Art Journaling, Art Quilting Studio, Belle Armoire, and Craft. Her column "Creativity Unleashed" was featured in Somerset Studio Magazine. She has been a regular guest on DIY/HGTV Craft Lab. Her creative business includes designing licensed product lines, Collage Pauge adhesive, and {kolLAJ} paper crafts. She has developed business partnerships with numerous craft manufacturers, and has built her online presence solely on her own, designing every aspect of her brand and marketing strategy.





# THE CREATIVE CONNECTION

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## AUTHORS | Where Women Cook



WHERE WOMEN COOK™



### CHRISTINE HOFFMAN

Christine is a confirmed dabbler, and is now working under the title “at home expert.” After 10 years of retail merchandising and owning a vintage shop, Christine left the world of retail to focus on design. She has since worked with many home and shop owners, and as a designer for HGTV. Her own homes have been featured in Country Living magazine and on the DIY network show Sweat Equity. Always a big fan of reusing and recycling vintage objects, her time with the Creative Connection Event has also nurtured a newfound love of crafting. She spreads her love of pie baking and shares homemaking tips on her blog, Pies and Aprons.

Christine will be featured in the Autumn 2011 issue of WHERE WOMEN COOK and will be signing copies at the Autograph Party.



### CHRISTEN OLIVAREZ

Christen Olivarez is Director of Publishing for Stampington & Company and Editor-in-Chief of Somerset Studio, Somerset Life, and Belle Armoire Jewelry. She leads a talented team of editors, designers and photographers and oversees the production of Stampington & Company's 30+ magazine titles. She's an avid reader, knitter, and art journaler and a supporter of the Slow Food movement. In her free time, you can find her curled up on the couch with yarn in hand, or out searching for the latest and greatest restaurants.

Christen will be featured in the Autumn 2011 issue of WHERE WOMEN COOK and will be signing copies at the Autograph Party.



### CRISTINA FERRARE

As an accomplished author, television personality, entrepreneur, actress, motivational speaker, blogger, wife, mother, and grandmother, Cristina Ferrare dishes out yet one more curtain call: hosting her own show for OWN: the Oprah Winfrey Network. Cristina Ferrare's Big Bowl of Love features celebrity guests along with members of Cristina's family and friends who serve up great ideas for all kinds of real-life situations. Cristina recently joined the

“Oprah family” as a regular contributor, featuring Oprah's favorite meals, and hosting a series of web cooking classes for Oprah.com—preparing delicious meals for families on tight budgets and little time.

Cristina is a New York Times bestselling author of Okay, So I Don't Have a Headache, Cristina Ferrare's Family Entertainment, and Cristina Ferrare Style. Her most recent book, Realistically Ever After, is a humorous view of finding happiness when he's not Prince Charming, you're not Snow White, and life is not a fairytale. The success of Cristina's books attest to her expertise in the areas of women's health and well being, culinary arts, and stylistic design. Her books also reflect her great zest for life and sense of humor. Cristina has just completed her fifth book, a cookbook due out in April, 2011 entitled A Big Bowl of Love.



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In the early 80's, Cristina co-hosted AM Los Angeles, which was the #1 rated morning television show during her five-year tenure. Among her many TV appearances, she has hosted her own shows: Cristina and Friends and a two-hour live show from Universal Studios called Home and Family. She has substituted as a co-host on Good Morning America and co-hosted numerous times with Regis Philbin on Live with Regis and Kathie Lee. Her primetime series for CBS, Shame on You, was one of the first magazine format shows that featured consumer fraud and awareness. It set the stage for other prime time magazine formats that followed. For NBC, she co-hosted Men are from Mars, Women are from Venus with Dr. Drew Pinsky. At one time, Cristina had three ABC shows on the air at the same time: AM Los Angeles, The Home Show, and the primetime series Incredible Sunday. In feature films, she starred opposite David Niven in The Impossible Years and the critically acclaimed J.W. Coop with Oscar winner, Cliff Robertson.

In 2006, Cristina, along with partners Brian Thorson and Tim Hosier, designed a line of home accessories that sells domestically and abroad. "Ferrare With Company" products include picture frames, napkin rings, lamps, scented candles, candle sticks, table accessories, and show-stopping, one-of-a-kind mirrors and chandeliers. Swarovski crystals, semi-precious stones, pearls, shells, and metals are placed by hand, piece-by-piece, onto each object and are true works of art. The pieces are sought after by top interior designers around the country and sold to over 60 stores, including Bergdorf Goodman and Barneys. The company has expanded its business to meet the needs of clients in France, Turkey, Istanbul, Dubai, and Saudi Arabia.

Cristina is a sought-after speaker and has spoken at various conventions around the country including the 2004 "The Women's Conference" where she monitored a session about women's health and sexual well being. In 2007 she hosted, along with Chef Art Smith, a session on cooking for 300 women! She sits on the board of directors for "The Women's Conference," headed by California's First Lady Maria Shriver. Once a year, over 14,000 women attend the conference for a day of transformation and empowerment. The Women's Conference encourages women to be their own "Architect of Change" for a better life—for themselves, their families, and their community.

Cristina lives in Los Angeles with her husband, entertainment executive Tony Thomopoulos. They have a blended family of seven children and four grandchildren.

Cristina will be featured in the Autumn 2011 issue of WHERE WOMEN COOK and will be signing copies at the Autograph Party.



### DEBBIE MURRAY AND SHEA FRAGOSO

The mother-daughter design team of Debbie Murray and Shea Fragoso has been collaborating in creative ways for as long as both can remember. When Shea was growing up, Debbie taught stained glass classes in the community college system and owned a custom design business and fine art painting studio. When Shea finished school, they owned gift shops together in Southern California. Shea became a highly sought-after jewelry designer; her creations appeared in dozens of fashion magazines and graced the red carpet several times. Both women designed products for the gift industry and sold pieces to collectors around the world. In 2009, Debbie and Shea completed a major remodeling of a gothic church in Dallas, Texas. Here, they indulged in their love of crowns and European design and were constantly inspired by the architecture and the light.

Debbie and Shea will be featured in the Autumn 2011 issue of WHERE WOMEN COOK and will be signing copies at the Autograph Party.



### JO PACKHAM

Jo Packham has been a leading innovator in the creative industry for more than 30 years. A successful entrepreneur with her own publishing company, Chapelle, Ltd., she currently partners with

Stampington & Company to produce two magazines WHERE WOMEN CREATE

— Inspiring Work Spaces of Extraordinary Women, and WHERE WOMEN COOK — The Heart and Soul of Cooking. Jo has authored more than 40 arts and crafts titles, including her newest book Where Women Cook: Celebrate. She also now has her own imprint with Sterling Publishing: CREATIVE CONNECTION PRESS which will work with such brands as MaryJanesFarm, Stampington, Tracy Porter, UpperCase, and others.



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### JULIE COVE

For the past 19 years as an interior designer, Julie Cove has been celebrated as the Martha Stewart of Victoria. As owner of one of the most-loved home decor stores on Vancouver Island, Julie has helped thousands discover how to create beautiful spaces. Julie loves sharing her knowledge of design and do-it-yourself creations, and has been a popular speaker and workshop leader on the West Coast for 20 years. Appearing as a regular design expert on TV, hosting

her own radio show, *Island Lifestyles*, and writing for a variety of magazines as well as a blog, Julie has a unique gift as a teacher and instructor—inspiring her “students” to be creative, innovative, and to do it with passion! Julie’s design work has been featured in magazines, and she’s been the creative force behind several successful home tours and special events. Julie also has a passion for giving back. She uses her love of design and creativity as a way to raise thousands of dollars for community charity groups.

This award-winning designer is excited to take on her new passion: marrying beauty and creativity with healthy living. After a health crisis, Julie was forced to pour her creative energy into discovering everything she could about nutrition, exercise, and healthy living. She discovered an abundance of information on health, but a lack of innovative healthy recipes. Given her sincere appreciation for creativity and food, this inspired Julie to make healthy living more desirable, beautiful, and delicious to others. Her blog features health tips and delicious recipes, beautifully styled with her own vivid photography. Julie’s passion is to inspire a healthy lifestyle for everyone—especially busy crafting moms!

Julie will be featured in the Autumn 2011 issue of *WHERE WOMEN COOK* and will be signing copies at the Autograph Party.



### KAARI MENG

Kaari Meng has been designing vintage glass jewelry for more than 20 years. After moving to New York City in 1988, Kaari began exhibiting at trade shows and designing for specialty shops, including Anthropologie. Armed with experience in all facets of jewelry manufacturing, she began teaching jewelry making out of her shop, French General. In 2003, French General

moved to Los Angeles, where it continues to offer workshops and creative kits to people who enjoy working with vintage materials.

Kaari is the author of several books, including *French-Inspired Jewelry: Creating with Vintage Beads, Buttons & Baubles* (Lark/Sterling, 2007) and *Treasured Notions* (Chronicle Books, 2010).

Kaari will be featured in the Autumn 2011 issue of *WHERE WOMEN COOK* and will be signing copies at the Autograph Party.



### KRYSTINA CASTELLA

Krystina Castella is an industrial designer, cookbook author, and long-time Art Center College of Design professor. The Museum of Modern Art, *Fortune* magazine, and Oprah Winfrey have all praised Krystina’s creative achievements. Her books include *Crazy About Cupcakes*, *Crazy About Cookies*, *Crazy About Cakes*, *A World of Cake*, *Booze Cakes*, and *Pops! Icy treats for everyone*.

Krystina will be featured in the Autumn 2011 issue of *WHERE WOMEN COOK* and will be signing copies at the Autograph Party.





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### LAURIE CROWELL

Laurie Crowell is founder and owner of Golden Fig Fine Foods Inc. The retail shop in St. Paul's historic Crocus Hill is a locavores dream. The shelves are stocked with hundreds of exclusively Midwest produced items, and Laurie also manufactures a line of more than one hundred products under the Golden

Fig name that are available at finer stores nationwide. With her retail shop, wholesale production facility, booth at the farmers market, regular television appearances, and a cookbook in the works, Crowell has maneuvered virtually every aspect of the food world, and loves working with others who are just starting their journey as entrepreneurs.



### LEIGH STANDLEY

Leigh Standley is the artist, writer and owner of Curly Girl Design, Inc. In it's seven years, Curly Girl Design and Leigh's line of clever and colorful greeting cards and gift items have taken the industry by delightful storm. Focused on the magic of the small

moments, her product peeks into the corners of life and taps into the hearts of all. Founded in 2003, the company began with just 12 greeting cards and grew steadily. Now with seven amazing full-time employees, it sells to more than 2300 shops nationwide and distributes to Canada, Australia, New Zealand and the UK. In 2008 Leigh began the process of licensing her art. Carefully choosing some of the most renowned and artist-driven companies to work with, her brand has expanded to include calendars, napkins, larger giftware items and a full line of holiday decor.

In 2005, Leigh was the recipient of her first LOUIE award for greeting card excellence and is nominated for 3 more in 2010. Her work and studio have been featured in creative publications like Where Women Create, Stationery Trends, Boho Magazine

Leigh believes firmly in the power of a creative community and the power of that community to unlock our truest selves. She is proudly "Living imperfectly with great delight."



### MARYJANE BUTTERS

MaryJane Butters was instrumental in creating the present-day organic movement in America. She was chair of one of the first state-sanctioned organic advisory boards and is proud to say her first organic inspection certificate listed her as "grower #8." Born to a large,

self-sufficient family in Utah, she was raised on homegrown food and knew from the tender age of five that she would grow up to be an organic farmer. But her real passion is that of teacher. Featured in The New Yorker in 2004, a lengthy article stated, "MaryJane Butters, a natural teacher, has a gift for simplification, and makes it seem that everything she does is easy and attainable." Those who've attended her non-profit Pay Dirt Farm School, now in its 14th year, all agree.

Her one-week intensive food rehab program has created legions of converts, all of them happy to report that MaryJane's simple approach to "change your food, change your life" has done just that. Always the pioneer, MaryJane spent summers watching for fires from a mountaintop lookout; was one of the first female wilderness rangers in the U.S.; attended a trade school and worked for years as a carpenter; founded a well-known environmental organization still thriving today ([www.pcei.org](http://www.pcei.org)); and created a line of organic backpacking foods, MaryJane's Outpost, sold in thousands of stores nationwide and in Canada ([www.maryjanesoutpost.org](http://www.maryjanesoutpost.org)).

Her organic enterprise, which was immortalized in National Geographic magazine in 1995, has been featured in major magazines and newspapers across the country. She also runs a wall-tent B&B that was featured in The New York Times, Sunset, and Travel & Leisure magazines, and on both the Today Show and The Early Show. Her own "everyday organic lifestyle" magazine, MaryJanesFarm, is available nationwide. In addition to authoring three books, MaryJane also writes a weekly newspaper column, "MaryJane's Everyday Organic," for United Feature Syndicate.

From a facility on her farm, MaryJane mixes and ships 60 different organic prepared foods for home use ([www.maryjanesfarm.org](http://www.maryjanesfarm.org)). She grows fruits, vegetables, and eggs for an 18-family CSA. She even grows a biodiesel crop to fuel her pink vintage Mercedes Benz. She owns two retail stores. In addition, she designs and sells her own line of bed linens to nearly 700 department stores. Her designer fabric is marketed in several different countries, and she is the creator of Project F.A.R.M. (First-class American Rural Made), an organization employing rural women who sew totes, quilts, dolls, and more. MaryJane is also the owner of the historic Barron Flour Mill in Oakesdale, Washington.



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### NANCY SORIANO

Comfort and American style define the heart and soul of Nancy Soriano, whether she's consulting with companies on their brand extensions, cooking Sunday dinner for her family, or pursuing her own creative projects. During her 10 years as editor in chief of Country Living magazine, Nancy

redefined "country" to embrace casual, comfortable living as the core value of American style. She brought readers a fresh, updated look as she grew the magazine into a multiplatform brand that included book publishing, live consumer events (like the Country Living Fair), an online presence through [countryliving.com](http://countryliving.com), licensed products, broadcast media, and SIPs. She has always been passionate about creative women and women entrepreneurs and was the driving force behind the Country Living program of women entrepreneurs. Nancy's understanding of comfort continues to be her filter for how America lives today. She is a lifestyle expert on Good Morning America, a design and home keeping expert on Martha Stewart Sirius Radio, and sought-after expert to discuss decorating, lifestyles, and the growth of women entrepreneurs. A longtime collector of all things vintage and handmade, Nancy loves traveling the country to attend the biggest and the "best" of the antique shows, flea markets, furniture shows, and craft fairs. She is known for her ability to scout out up-and-coming under-the-radar shops, artisan shows, occasional sales, and creative individuals.



### TINA HAUPERT

For more than three years, Tina has shared her life through journaling her daily meals on her blog, Carrots 'N' Cake. Each day, she strives to find the right balance without losing out on fun or good taste. She has gained notoriety by being quoted in many publications including: Woman's Day, Health, Glamour, and Woman's World. Tina also writes a weekly feature for Health.com and directs the social strategy for a

nutritional rating company called NuVal. Her first book, Carrots 'N' Cake: Healthy Living One Carrot and Cupcake at a Time is based on her blog and debuts in May 2011.

Tina will be featured in the Autumn 2011 issue of WHERE WOMEN COOK and will be signing copies at the Autograph Party.



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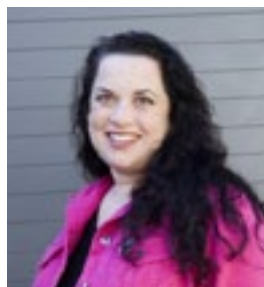


### BECKY HIGGINS

Becky has a passion for living well and documenting life. Since 1997 she has been authoring books, creating artwork, writing articles, teaching classes,

and designing products—all in the name of scrapbooking. In her personal evolution she came to find herself relating to everyone who has said, “Scrapbooking is too time-consuming, too complicated, too expensive, too much.” In 2009, Becky Higgins.com was born so that she could share solution-based ideas and simple products with everyone who felt the same way, but still wanted to do something special with their pictures and memories. Becky nurtures her creative side by dabbling in various creative projects from floral design to home decor to photography. She also appreciates organization and has a knack for order. And because she can’t keep any of it to herself, Becky’s Blog has gained the reputation of being an uplifting and inspiring place on the web. She’s the girlfriend who will share her favorite finds, most-loved tips, design ideas, tried and true recipes, practical how-to’s, and even videos. There’s always a common goal in everything Becky shares, which is to CULTIVATE A GOOD LIFE. Becky’s faith and family are the center of her world and more important than any creative project or exciting opportunity. Arizona is where she and her husband David are raising their three small children.

Becky will be featured in the Autumn 2011 issue of WHERE WOMEN CREATE and will be signing copies at the Autograph Party.



### ELISA CAMAHORT PAGE

Elisa Camahort Page co-founded BlogHer, Inc., in 2005 with Jory Des Jardins and Lisa Stone, and serves as the company’s COO. Elisa leads events, marketing, public relations and research for the company and with her leadership, the BlogHer conference business has grown from a single

conference hosting 300 attendees in 2005, to five diverse events that will host over 4,000 attendees in 2011. With more than 3,000 attendees expected at this year’s annual conference alone, the flagship event is the largest conference for women social media leaders in the world and has been described as “ComicCon for women who blog” by Variety magazine. Elisa’s other major focus is to bring the story of BlogHer and the influence of the women in its community, to life via research, helping BlogHer’s customers glean critical insights about how women connect, share and behave online and off. Elisa’s work leading BlogHer’s consumer insights team, as well as marketing and public relations, has resulted in coverage and profiles from many of the leading media outlets, including the New York Times, the Washington Post, Advertising Age, Forbes, Fast Company, CNN, The Today Show, the Wall Street Journal, and many more. Elisa is a frequent public speaker, bringing research data about women and online communities to life in recent keynotes at Marketing to Women, MediaBistro Circus, Fem 2.0, New Communications Forum, BlogPaws and WOMMA Marketing Summit and sessions at Web 2.0, SXSW Interactive and CES. Prior to co-founding BlogHer, Elisa ran a marketing consultancy, Worker Bees, which was among the first companies to integrate corporate marketing strategies into the social media environment. Before bringing her marketing expertise to the Internet industry, Elisa was a senior-level high-tech marketer, helping develop digital infrastructures for voice, video and data delivery. Her last corporate position was as Senior Director of Product Marketing at Terayon Communication Systems, where she managed a team of product managers and five product lines. Together, BlogHer co-founders Lisa, Elisa and Jory have been named among the most influential women in Web 2.0 and technology by Fast Company (2008, 2009 and 2010), Ernst & Young Entrepreneur of the Year semi-finalists (2010) and among the seven most powerful people in new media by Forbes Magazine (2009). In 2011 they were jointly awarded the PepsiCo Women’s Inspiration Award and in 2008, the Anita Borg Institute Social Impact Award. Elisa has been honored as an NCWIT Hero. As the co-founder of a mission-based for-profit organization, Elisa is a founding Fellow of the Society for New Communications Research and serves on the Board of Directors of the 42nd Street Moon Theatre in San Francisco, the programming





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advisory committee for SXSW Interactive and the Board of Advisors of the Anita Borg Institute. A native of the Bay Area, she lives in San Jose with her software developer husband.

awarded the PepsiCo Women's Inspiration Award and in 2008, the Anita Borg Institute Social Impact Award. Jory lives in the Bay Area with her husband Jesse and their baby daughter.



### JORY DES JARDINS

Jory Des Jardins co-founded BlogHer, Inc. in 2005 with Elisa Camahort Page and Lisa Stone, and serves as the company's President of Strategic Alliances and lead evangelist to top revenue partners. With Jory's leadership, BlogHer has developed its own distinctive, brand of strategic partnership, helping to facilitate

constructive dialogue between some of the world's major brands and women who are social media leaders and their readers. Jory frequently gives private presentations and training sessions to Fortune 500 companies and their internal and external strategy teams, bringing community insights and case studies directly to companies and agencies that are navigating the social media space. Leveraging her prior experience in both print and online media, Jory works within brand teams to deconstruct media models and to develop messaging and campaigns that resonate with bloggers, blog readers and brands.

BlogHer's integrated sponsorship model, which combines live events and media channels, has grown to revenue of eight figures trailing for the past two years, during which BlogHer, Inc. was named among the AlwaysOn OnMedia Top 100 for 2011 and Global 250 for 2010, and as one of America's Most Promising Start-ups by BusinessWeek. BlogHer's flagship site, BlogHer.com, was named one of the Top 100 Websites for Women by Forbes in 2010. Jory is BlogHer's representative on the Interactive Advertising Bureau (IAB) Board of Directors, and serves on the advisory board of start-ups FeedBlitz and Juno Baby. Jory also represents BlogHer at public speaking engagements, having keynoted such events as ad:tech Chicago and the Marketing to Moms Conference, and spoken on panels at events for the IAB, ANA, AMA and WOMMA and at Web 2.0, SXSW Interactive, BlogWorld Expo, the Monaco Media Forum, Girls in Tech and CES. Prior to co-founding BlogHer, Jory helped high-technology start-ups Pluck and Rojo develop the models to launch successful blog syndication initiatives and served as producer as Third Age transitioned from traditional web destination to a network of bloggers. Together, BlogHer co-founders Lisa, Elisa and Jory have been named among the most influential women in Web 2.0 and technology by Fast Company (2008, 2009 and 2010), Ernst & Young Entrepreneur of the Year semi-finalists (2010) and among the seven most powerful people in new media by Forbes Magazine (2009). In 2011 they were jointly



### HOLLY BECKER

Holly Becker is the founder and editor of decor8, the internationally-known design site dedicated to delivering fresh design ideas meant to inspire its over 45,000 daily readers to live a more fulfilling, authentic and creative life. Since its launch in January 2006, decor8 has been mentioned in over 70 national and international publications, in addition to radio and television programs and Blogger ranked it #10 in

2008. Holly is an American freelance journalist, author and design consultant living in Germany while also maintaining a US office in Portsmouth, New Hampshire.

In addition to decor8, she is the founder of the first online e-course about creative blogging, Blogging Your Way, which was launched in March 2009 and includes written lessons, videocasts and podcasts along with a dedicated forum for students to interact with Holly and her co-teachers, Leslie Shewring and Thorsten Becker along with other students. In the past two years, she has taught over 2,000 students worldwide through Blogging Your Way and teaches workshops and classes in-person on decorating and blogging with her most recent being in Morocco for ACE Camps. In addition to decor8, Holly maintains her more personal blog, Haus Maus, which documents her life as an expat living abroad navigating a new culture.

Holly has worked with a number of top magazines, she was an online columnist for Domino magazine for two years along with parenting magazine, Cookie, and a style editor for both HGTV magazine and their online site. Holly also reported on trends for The Boston Globe's Style and Arts section as a bi-weekly columnist before relocating to Germany. Holly is currently in her fourth year as a weekly columnist for Real Simple magazine online. She has been quoted in and has contributed to a variety of books, which include: Lotta Jansdotter's Handmade Living by Lotta Jansdotter (2010) and The Handmade Marketplace by Kari Chapin (2010).

Her debut book, Decorate: 1,000 Professional Ideas for Every Room in Your Home published by Chronicle Books, just released in the United States and was simultaneously published by Jacqui Small



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Publishing in London and Murdoch Books in Australia. Decorate will be translated and published in Germany by Callwey Verlag in September 2011 under the title, Lust auf Wohnen.

When Holly isn't working she loves to spend time with her husband, Thorsten, as they both love to comb flea markets for treasures, take photos and spend time outdoors — particularly in the huge forest behind their home. She also loves to decorate, work on craft projects, travel, inline skate and take daily "night walks" with her sweetheart as they have been doing since they first met 12 years ago.

Holly will be featured in the Autumn 2011 issue of WHERE WOMEN CREATE and will be signing copies at the Autograph Party.



### JINGER ADAMS

Jinger began her creative journey in 2001 when she opened a retail store which immediately became a destination for people who shared her love for crafting. After hiring a talented design team, coming up with a line of great products and personally setting up production in the Orient, she created her own retail brand under the name of "Just Jinger." It wasn't long before her products gained popularity and the

"Just Jinger" brand found a home in thousands of retail locations, including Michaels, Hobby Lobby, A.C. Moore and Wal-Mart. Since 2008, Jinger Adams has served as Creative Director and Spokesperson at Provo Craft. During this time, Jinger has been featured regularly as a vendor host on Home Shopping Network (HSN). As one of the top-rated vendor hosts on HSN, she has become the face of Cricut and an inspiration to millions of creative people in North American and abroad. She also appears on The Shopping Channel, in Canada, and Ideal World in the UK, and has been featured on Designing Spaces, The Lifetime Channel and many other national and local TV programs.

Provo Craft is a technology company that enables women to be their creative best. For 40 years, Provo Craft has invented new products that bring industrial technology to the masses, including the Cricut® Personal Electronic Cutter, the Cricut Cake® Personal Electronic Cutter, the Gypsy® handheld design studio for Cricut, the Yudu® Personal Screen Printer, the Cricut DesignStudio® software, the YourStory® Book Binder and Laminator, the Cuttlebug® Embosser and Die Cutter, and the Knifty Knitter®. These innovative tools help women bring their creative ideas to life in a personalized, professional-looking way at home, in schools, and

in the workplace. Provo Craft products have won dozens of industry awards and are available through leading craft, home décor, office, and education stores nationwide. Visit [www.provocraft.com](http://www.provocraft.com) or [www.Cricut.com](http://www.Cricut.com) for more information.

Jinger will be featured in the Autumn 2011 issue of WHERE WOMEN CREATE and will be signing copies at the Autograph Party.



### JODY BATTAGLIA

I am a soft sculpture artist and have been since 1979. My toys are small...4" to \*8" tall, small enough to fit in a child's hand. They are made from mohair, wool felt or cotton velveteen as the old toys were. My inspiration comes from vintage children's book illustrations and antique toys. This will explain my color palette. I love what I do...after all I could be making sparkplugs...but silly little toys are much more intriguing.



### KIM STOEGBAUER

In December 2008, Kim decided to leave her career in real estate to stay home with her young kids, Tommy and Kate. Always crafty and creative, she started a blog to share her craft projects, decorating, and party ideas. She had recently decided to convert a room in her home to a craft studio and came up with the blog name "TomKat Studio" from the combination of her kids' names. Kim's blog quickly gained a loyal following and readers asked if they could buy things that she was making, including hand-decorated frames and invitations. On a whim, she decided to open an Etsy shop. Within weeks she was overwhelmed with orders. After her daughter Kate's lollipop birthday party was featured on a popular party blog—Hostess with the Mostess—in April 2009, demand for her creations soared. Not being able to keep up with the demand, Kim closed up shop that summer and took a short break. She came back and reopened as a printable party shop.



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Kim's designs have fueled the printable party trend. Her talents have expanded into photo and party styling, which she enjoys immensely. She has styled shoots for clothing companies, local publications, and HGTV.com. She recently met her idol, Martha Stewart, which made her giddy with excitement. Her business has grown very quickly and she pinches herself daily to be sure it's really happening! Through her blog, Facebook, and Twitter, Kim connects with her readers and fans. She and her fabulous staff answer every email, inquiry, and question that comes in. Kim loves nothing more than helping spread the word about other women/mom-owned businesses with amazing products. Her weekly giveaways and features have helped catapult many businesses. Kim loves pink, ruffles, and all things pretty. She is a perfectionist, night owl, and a teeny bopper at heart. She loves sweets, the Twilight series, and is still a big fan of New Kids on the Block. Kim's work has been featured on MarthaStewart.com, Martha's Dreamers into Doers site, HGTV.com, and the television program Sonoran Living Live. Her work has also been featured in publications such as InStyle magazine, 202 Magazine, The Arizona Republic, and Go Gilbert! magazine. Kim is also a regular on a local radio show—Women Like You, on Mix 96.9, and a guest contributor for Project Nursery and HomeGoods.

Kim lives in Chandler, Arizona with her wonderful husband, Danny, their two sweet children Tommy (5), Kate (3), and their Chihuahua, Bentlie.

Kim will be featured in the Autumn 2011 issue of WHERE WOMEN CREATE and will be signing copies at the Autograph Party.



### LESLIE SHEWRING

Leslie Shewring is a Canadian from Vancouver Island currently living in Los Angeles, California. She relocated to the U.S. to earn a degree in Architecture and Interior Design. Immediately after finishing school, Leslie had the opportunity to team up with a manufacturing and distributing company. Collaborating together, Leslie developed, designed,

and handled packaging direction for many products sold in major retailers throughout North America. Although she loved her job, the deadlines, cross-country travel, and long trips to Asia did not fit with her ideal of family life. When Leslie had her first child four years ago, she stepped away. She still consults from time to time, but most of her days are spent with her two little kids, or in her home studio where she paints, collages, styles, and photographs.

Leslie shares her creative projects on her blog A Creative Mint and she also authors a popular monthly column on the blog Decor8 called "Color Me Pretty." Recently, Leslie has teamed up with Holly Becker to teach "Blogging Your Way," a popular e-course that has been running twice a year. You may also find Leslie's colorful work in Stampington's Somerset Life, where she is a columnist.

Leslie will be featured in the Autumn 2011 issue of WHERE WOMEN CREATE and will be signing copies at the Autograph Party.



### MELODY ROSS

Melody is a fourth-generation Idaho girl and has been an artist from the time she could hold a crayon in her hand, knowing from the age of five that she wanted to grow up and combine beautiful colorful images with her love of words. At the age of 18, Melody began to sell painted works, and in 1997 at the age of 25, she started a worldwide product design and publishing business called Chatterbox. Through

Chatterbox, she authored and published 15 books, manufactured and sold thousands of products that have become collectors items, and won countless awards for product innovation. Melody's art, products, and books have been featured on television programs and in countless magazines. In 2009, Melody stepped away from Chatterbox to start Brave Girls Club, a worldwide organization that combines art with life skills to help women create the lives they want to live. Melody now licenses several product lines in arts and crafts, books, and home decor—including an extensive gift line with Demdaco and a new fabric line with Blend.

Melody will be featured in the Autumn 2011 issue of WHERE WOMEN CREATE and will be signing copies at the Autograph Party.





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### NORA ABOUSTEIT

Nora Abousteit is the co-founder of BurdaStyle.com, a DIY fashion community of 500,000+ members who share techniques, projects, and PDF sewing patterns to print at home. Previously, Nora worked at a German publishing house—writing speeches, organizing workshops, and planning events for the World Economic Forum. She is also a founding member of the DLD Conference.

Nora has been invited to share her experience at Picnic, FOO Camp, Parsons School of Design, Stream, and the Menorca TechTalk. Her work has appeared in The New York Times, Wired, BusinessWeek, WWD, and Fast Company. Nora holds degrees in Middle East studies, political science, and philosophy from the American University in Cairo.

Nora will be featured in the Autumn 2011 issue of WHERE WOMEN CREATE and will be signing copies at the Autograph Party.



### STACY JULIAN

Stacy Julian is a recognized leader in the scrapbooking industry and the visionary founder of Big Picture Classes (BPC). Launched in November 2005, BPC is the first online community offering creative e-learning with members around the world. Stacy is a passionate sought-

after speaker and the author of four books including her most recent, Photo Freedom. Her television appearances include the Discovery Channel's Home Matters and the PBS series Scrapbook Memories. Simple Scrapbooks Magazine (2002-2008), where Julian was the founding editor, has been mentioned in The Chicago Tribune and Woman's Day as a leading consumer publication for the scrapbooking industry. Stacy has been a certified professional teacher with the Craft and Hobby Association since 1997 and lives with her husband Geoff, five energetic children, and a tank of somewhat neglected goldfish in Washington state.

Stacy will be featured in the Autumn 2011 issue of WHERE WOMEN CREATE and will be signing copies at the Autograph Party.



### SUSAN BRANCH

Susan Branch is the self-taught artist and author of fourteen Heart of the Home books. From her Martha's Vineyard studio, she writes about the "home arts" of family, cooking, gardening, sewing, and the little things that make life sweet. Susan illustrates

her books in watercolors and hand writes every word in pen and ink. You'll see some of her work in the new Celebrations cookbook debuting at THE CREATIVE CONNECTION event in September. Susan has a monthly newsletter, famous in certain circles, named "Willard," after her grandfather. Susan's artwork has graced many products over the years, from pajamas and teapots, to hooked rugs, calendars, and scrapbooks. She also designs quilting fabrics for Cranston's "Quilting Treasures." Please visit her "ancient, but still beautiful" 14-year-old website, SusanBranch.com.

Susan will be featured in the Autumn 2011 issue of WHERE WOMEN CREATE and will be signing copies at the Autograph Party.



### TIM HOLTZ

Tim Holtz is the Creative Director for Ranger Industries, one of the leading manufacturers of innovative inks, paints, and embossing products. Tim plays an integral part in the development and design of cutting edge paper crafting products. Tim has also teamed up with various key companies like Advantus/idea-ology, Tonic Studios, Stampers Anonymous,

Sizzix/Alterations, and Coreinations to bring unique product collections that work hand in hand with Ranger's extensive lines. As a well known designer, Tim travels across the country and internationally to educate and introduce people to his world of distress techniques and philosophy of embracing imperfection. His book "A Compendium of Curiosities" is filled with creative and inspiring ideas for beginner paper crafters and beyond. He truly lives his motto to live the life you've imagined.



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“In a world where the moments of our lives can be captured and created in art of the everyday, it’s important it reflects our own unique personality. Finding just the right objects and tools to use are most important. Whatever your artistic vision is, exploring the imaginative is a chance for our creativity to escape understanding. Remember life isn’t about finding yourself – life is about creating yourself...” -Tim



### TRACI BAUTISTA

After a successful career climbing the corporate ladder in Silicon Valley, marketing high-tech start ups and brands like IBM and Animal Planet, Traci left the corporate world to pursue her passion for art. The year 2011 marks the 10-year anniversary of launching

her creative business endeavor treiC designs. Prior to becoming a full-time artist, she worked as a graphic designer, event planner, marketing director, professional cheerleader, elementary art teacher, fashion designer, and web designer—to name just a few positions. Experiences that she gained through these positions, coupled with her innate drive to explore and create without boundaries, are what contribute to her success as a mixed media artist. Her passion for sharing art has led her on a worldwide tour, teaching mixed media workshops in handmade books, art journaling, collage, art marketing, and surface design. Traci is the author of the bestselling book, *Collage Unleashed*, and is currently working on her next book which will be released January 2012. Her art has been featured in over 15 art/mixed media books and 40 craft magazines, including *Somerset Studio*, *Altered Couture*, *cloth.paper.scissors*, *Art Journaling*, *Art Quilting Studio*, *Belle Armoire*, and *Craft*. Her column “Creativity Unleashed” was featured in *Somerset Studio Magazine*. She has been a regular guest on *DIY/HGTV Craft Lab*. Her creative business includes designing licensed product lines, *Collage Pauge* adhesive, and {kolLAJ} paper crafts. She has developed business partnerships with numerous craft manufacturers, and has built her online presence solely on her own, designing every aspect of her brand and marketing strategy.



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### AMY BARICKMAN

Amy Barickman is the founder and owner of IndygoJunction, The Vintage Workshop and AmyBarickman.com. She is a leader in the fashion sewing, needle arts, and retail crafting industry, having released nearly 1000 sewing pattern titles, sold more than two million sewing patterns, and published 80 books in the U.S. and abroad. Her recent endeavor

is the book Amy Barickman's Vintage Notions: An Inspirational Guide to Needlework, Cooking, Sewing, Fashion and Fun, already in its third printing since its release in September, 2010. Named one of Country Living magazine's prestigious Creative Women Entrepreneurs, Amy has made numerous television appearances on shows like HGTV's The Carol Duvall Show, and Public Television's America Quilts and Sewing with Nancy. Amy continues to reach out and share her collections, views on vintage, travels and projects with the ever-growing community of crafters and sewers that has embraced her and her work for twenty years. Amy's video series is her latest venture.



### AMY DETJEN

Amy was the "List Mom" of the original Knit List for over four years before she started KnitU. She's very proud that she's been Meg Swansen's assistant at her Knitting Camp for over 15 years. Teaching knitting and helping people learn about the wide range of knitting possibilities is something Amy is passionate about, and she loves solving those stubborn knitting problems!



### ANNIE MODESITT

Annie Modesitt has been designing hand knits since 1986 and loves all types of yarn. A champion of the Combination Knitting Method, Annie believes that there is no wrong way to knit—but MANY "right" ways to knit. As long as you're getting the fabric you want, and can perform the knit tricks you'd like, then you're knitting just fine!

Annie is the author of seven books on knitting and fiber, and is featured in many knitting books, magazines, and online sites.



### ASHLEY ENGLISH

Ashley English has earned degrees in both holistic nutrition and sociology. Life has provided her with numerous career paths, including working as a medical assistant and nutritional consultant, manager of a bed and breakfast, wine and beer sales rep, baker, and caterer. Additionally, she has worked over the years with a number of non-profit organizations committed

to social and agricultural issues. She is currently a member of Slow Food USA. Ashley is the author of the Homemade Living book series, which address varying topics related to sustainable small-scale homesteading. Ashley, her husband, and their young son, along with a menagerie of chickens, dogs, cats, and bees live in Candler, North Carolina, where they are converting their land into a thriving homestead. You can find her detailing those adventures in homesteading on her blog, Small Measure. She also writes a weekly column, "Small Measures with Ashley," on the popular design blog, Design Sponge.





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### BETZ WHITE

Betz White has the uncanny ability of envisioning beauty in the unexpected, something new from something old, cupcakes from sweater cuffs. This skill has propelled her to the forefront of the crafting field. She is the bestselling

author of two books that encourage readers to stitch beautifully and tread lightly: *Warm Fuzzies* (North Light, 2007) and *Sewing Green* (STCCraft, 2009). Her line of Betz White Organic Textiles offers organic fabrics manufactured in environmentally sensitive ways, all showcasing her mastery of pattern and color and the perfect accompaniment to her Make New or Make Do series of original sewing patterns. You'll find her online teaching, event workshops, and blogging at [blog.BetzWhite.com](http://blog.BetzWhite.com). Betz has built a career on thoughtful design, skilled craftsmanship, and materials that are kind to people and planet alike. Learn more at [BetzWhite.com](http://BetzWhite.com).



### BRENDA SCHWEDER

Brenda Schweder has good-naturedly embraced many labels in her lifetime, from A Little Bit Steampunk to a Little Bit Tree Hugger to The Little Red-Haired Girl (back when "A Charlie Brown Christmas" still captured the attention of all good little boys and girls). Her latest monikers are Bend-it Like Brenda and Iron woMan (thanks to her friends Jill and Jill, for helping

her realize her left arm is now growing larger than her right), due to her most unfeminine passion for creating jewelry with steel wire (grrrrr!). In addition to *Steel Wire Jewelry* (Lark Books), Schweder is the author of *Junk to Jewelry: A Step-by-Step Guide to Using Found Objects in Jewelry You Can Actually Wear* and *Vintage Redux: Remake Classic and Collectible Jewelry* (Kalmbach Publishing Company). Schweder's designs and fashion jewelry forecasts have been published over 100 times in books and magazines, including: *30 Minute Earrings*, *30 Minute Necklaces*, *30 Minute Rings*, *Art Jewelry* magazine, *Bead Style* magazine, *Bead&Button* magazine, *BUST* magazine, *Vintage Style Jewelry* magazine, *Make it Mine* magazine, *Wirework 2010* magazine, *Wirework*, *Step by Step Wire*, *Steampunk Style Jewelry*, *Crystal Chic*, and many other compilations, pamphlets, and books. Schweder has been featured in both an online workshop and a podcast with Alison Lee of [Craftcast.com](http://Craftcast.com), and will make her television debut in Spring 2011 on *Beads, Baubles & Jewels* (PBS). A

nationally-recognized teacher and jewelry designer, Schweder is an instructor at Mount Mary College and offers workshops at beading venues such as The Bead&Button Show (Milwaukee), the Racine Art Museum, Hacienda Mosaico, THE CREATIVE CONNECTION, The Ranch Center for Arts and Crafts (Seattle), and to bead societies nationwide. Schweder has designed for Swarovski and is a CREATE YOUR STYLE with SWAROVSKI Elements Ambassador. An advocate for the DIY jewelry segment, Schweder currently serves as past president of the Loose Bead Society of Greater Milwaukee and was instrumental in starting the Global Bead Society, bringing beading and jewelry making enthusiasts together worldwide.



### CAROL SULCOSKI

Carol J. Sulcoski is an attorney turned fiber artist. After the birth of her oldest child, she retired from the practice of law and began knitting in earnest. She is the author of *Knitting Socks With Handpainted Yarns* and co-author of *Knit So Fine*, (both Interweave Press 2008). Her knitting designs and articles have appeared in *VOGUEknitting*, *Knit Simple*, *KnitScene*, *St-Denis Magazine*,

*Knitty.com* and other publications. Carol also creates hand-dyed yarns and fibers for her company Black Bunny Fibers, and began her own pattern line in 2009. She lives with her family outside Philadelphia.



### COLLEEN HOUCK

Colleen is a lifelong reader whose literary interests include action, adventure, science fiction, and romance. Formerly a student at the University of Arizona, she has worked as a nationally certified American Sign Language interpreter for seventeen years. *Tiger's Curse* is her first book, which has already received literary praise and digital success. Her self-published

eBook claimed the #1 spot on Kindle's children's bestseller list for seven weeks. Colleen lives in Salem, Oregon, with her husband and a white stuffed tiger.



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### DREW EMBORSKY

Drew Emborsky, aka The Crochet Dude®, was taught to crochet at age five by his mother while snowbound in Lake Tahoe. After studying fine art in college and living as a “starving artist” for years, he found solace in crocheting for charity

while grieving the passing of his mom. It was during this time with the charity group that Drew became known as The Crochet Dude, which then led to the launch of his wildly popular blog in 2005, The Crochet Dude. Since then, Drew has had published numerous patterns in magazines and compilations books, his own full-length books, has appeared as a guest on various TV programs, and is currently the crochet expert on the hit PBS show Knit and Crochet Now. And watch out, crochet has a new Boye®toy, as Drew has teamed up with Boye® brand hooks to launch his own line of kits, hooks, tools, and accessories, available now nationwide. Drew lives in Houston, TX with his cats Chandler and Cleocatra.



### JANINE VANGOOL

After working for clients for a dozen years, Janine Vangool decided to pursue her own creative path through publishing books on creativity, craft, and design. With a love of things creative and curious, she publishes, edits, and designs UPPERCASE magazine and books.



### GALE ZUCKER

Gale Zucker is the co-author/photographer of the book *Shear Spirit: Ten Farms, Twenty Projects and Miles of Yarn* (PotterCraft, 2008) and the photographer for *Mason Dixon: Knitting Outside the Lines* (October, 2008). She recently completed photography

for a new title, *Craft Activism: People, Projects & Ideas* from the New Community of Handmade, to be published by PotterCraft in September, 2011. Gale is an award-winning editorial and commercial photographer who's worked on assignment for Smithsonian, Yankee, Wine Spectator, TV Guide, CraftStylish, USA Weekend, Woman's Day, and for The New York Times, as well as for non-profit foundations and businesses. Gale has been teaching Photography for Knitters workshops since 2009, leading classes in Massachusetts, Connecticut, Virginia, California, Minnesota, and Washington state. A lifelong knitter and crafter, Gale lives in shoreline Connecticut with her family and blogs at She shoots sheep Shots.



### KATHY CANO-MURILLO

Kathy Cano-Murillo is a writer and artist. Since 1990, she has sold her handmade “Chicano Pop Art” crafts to hundreds of retailers including Bloomingdales, Target, and Hallmark. From 2000-2008, she wrote a weekly syndicated Arizona Republic newspaper

column, and has authored seven books including *Crafty Chica's Art de la Soul* and *Crafty Chica's Guide to Artful Sewing*. In 2001, Kathy launched *CraftyChica.com*, a wildly popular web site to inspire women to brighten their lives with clever craft ideas. Her profiles include iTunes, HGTV, DIY Network, MyLifetime.com, The New York Times, USA Today, NPR and she has a *Crafty Chica* product line with iLoveToCreate, a Duncan Enterprises Company. When she isn't creating or teaching, she writes novels. Her “Crafty Chica Novel” series include the critically-acclaimed *Waking Up in the Land of Glitter* and *Miss Scarlet's School of Patternless Sewing* (Grand Central Publishing). Kathy lives in Phoenix, AZ, with her husband, two kids and five Chihuahuas. Her motto for life is “Crafts, drama and glitter!”



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### KELLY RAE ROBERTS

Kelly is the author of *Taking Flight: Inspiration + Techniques to Give Your Creative Spirit Wings*, a bestselling book that encompasses all aspects of what it means to live the creative life. She is also the author of *Flying Lessons: Tips + Tricks to Help Your Creative Biz Soar*, a series of popular e-books where she shares everything she knows about how she got to where she is now. Her

work has been featured in a variety of mixed media books by her peers and she's had several articles published in various magazines, including *Cloth Paper Scissors*, *Somerset Life*, *Somerset Studios* (her artwork was on the 03/2010 cover!), *Where Women Create*, *Memory Makers*, and more. Much of her artwork is licensed and can be seen in stores nationwide on a variety of products, including decorative wall art, stationery products, sculptures, and so much more. In essence, Kelly is an artist and all-around lover of life and people. She seeks to express a sense of vitality and connectedness in her paintings and writings. Having spent most of her life in the company of women, her pieces grow out of the kindred support she has felt from many of them throughout her life. She is unendingly grateful for the spirits of these women who walk with her, in flesh or in paint, on her incredible journey into art, love, and life.

Kelly currently lives in Portland, Oregon with her outdoorsy husband John, their new baby boy named True, and their airplane-eared dog Bella.



### KRISTIN NICHOLAS

Kristin Nicholas is the author of 8 knitting and stitchery books including her latest *Color by Kristin*. For sixteen years she was Creative Director of a large yarn company where she designed yarn, knitting patterns, graphic materials, and more. Her work has been featured in *Vogue Knitting*, *Interweave Knits*, *Knitters Magazine* and many women's magazines. She is a "knitting expert" on PBS's *Knit and Crochet*

Now. She lives with her family on a working sheep farm in western Massachusetts with over 500 sheep, numerous chickens and cats and two obsessed Border Collies.



### LAURA C. MARTIN

Laura C. Martin is the author of 24 books, the latest of which is the *Green Market Baking Book* (Sterling, January 2011). In this book, which she also illustrated, Laura combines her enthusiasm for healthy organic eating with her love of baking to offer 100

recipes for delectable, healthy, sweet, and savory treats. Laura has been passionate about creating, crafting, gardening, and cooking and has been actively involved in writing, lecturing, and teaching on these subjects for almost three decades. Her books and awards include *Nature's Art Box* (winner of the 2004 Parents' Choice Award), *The History of Southern Gardens* (winner of the Garden Writers of America 1994), *The Art and Craft of Pounding Flowers*, *Fairy Island* and *Handmade Gifts from a County Garden*. In 2009, Laura started a business called *Ties That Matter*, which uses recycled neckties to make one-of-a-kind fashion accessories. The business employs women-in-need to do the sewing, and gives back 10 percent of profits to help the homeless in her community.



### LINDA ELLIS

Linda Ellis started writing poems as a child, a talent inherited from her Irish grandmother. She spent years working in the corporate world, but made the decision to leave it behind and pursue her dream of becoming a writer. Her writing has been featured in bestselling books and magazines such as *Family Circle*, *US News and World Report*, *Leatherneck*, *WOW Magazine* and other major publications, as well as hundreds of television and radio programs.

"I read of a man who stood to speak, at the funeral of a friend. He referred to the dates on her tombstone, from the beginning to the end. He noted that first came the date of her birth and spoke the following date with tears, but he said what mattered most of all was the dash between those years." In 1996, an announcer read Linda's Ellis' poem, "The Dash" aloud on a syndicated radio program — and, to her surprise and delight, it became an instant, meteoric success. Calls and email came in from people around the world eager to tell Linda how her words had touched their hearts. That was the beginning of an enduring phenomenon. Linda's books





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have sold hundreds of thousands of copies and her latest work, *Live Your Dash* captures and expands upon the theme of the original poem: It's not your birth or death that matters most, but how you spend each passing year. Linda shares her message of joy, hope, and positive energy through uplifting stories, essays, and poetry, along with tales of people who have been "touched by the dash," including Senator Bob Dole, legendary football coach Lou Holtz, and American Idol winner David Cook. *Live Your Dash* is an inspiring look at life based on her fantastically successful poem.



### LISA MCCUE

Lisa McCue is one of today's most sought-after illustrators. In the past 30 years, Lisa has illustrated more than 175 books for children, and has written and illustrated the bestselling *Quiet Bunny* books. In addition to *Quiet Bunny*, McCue has created many of today's most recognizable children's book characters, such as the world of *Corduroy*, *Cork &*

*Fuzz*, and *Fuzzytails*. She has received numerous awards for her work, including many awards for Best Book of the Year, CCBC Choice Books, and the Junior Library Guild Premium Selection. Many of Lisa's books have also been selected by the Society of Illustrators for the Original Art Show, featuring the best art in children's books.

Lisa's artwork appears on many licensed products—including fabrics, greeting cards, gift tins, wrapping paper, clothing, puzzles, home décor, and a number of plush toys fashioned after her popular characters.



### MARILYN SCOTT-WATERS

Marilyn Scott-Waters loves making things out of paper. Between 2,000 and 7,000 visitors frequent Marilyn's popular website each day, <http://thetoymaker.com>, downloading more than six million of her easy-to-

make paper toys. Her goal is to help parents and children spend time together making things. Her first self-published book, *The Toymaker: Paper Toys that You Can Make Yourself*, was a bestselling paper toy book on Amazon.com. The book sold out two

print runs, and was picked up as a series by Sterling Publishing in 2010. Marilyn is the creator of the paper toy craft book series *The Toymaker's Christmas: Paper Toys You Can Make Yourself* (Sterling, 2010), and *The Toymaker's Workshop: Paper Toys You Can Make Yourself* (Sterling, 2011). She is also the co-creator of the fully illustrated middle-grade nonfiction series, *Haunted Histories*, forthcoming from Christy Ottaviano Books/Henry Holt Books for Young Readers. Ms. Scott-Waters illustrated *The Search for Vile Things* (Scholastic), and created paper engineering for *Pop & Sniff Fruit* (Piggy Toes Press). She was also recently featured on *Career Day* a nationally syndicated program for children produced by Entertainment Studios. She is represented by Jamie Weiss Chilton of the Andrea Brown Literary Agency, <http://andreabrownlit.com>. Marilyn lives in Costa Mesa, California, with her husband and fourteen-year-old son.



### MARY HETTMANSPERGER

Mary Hettmansperger is a fiber and jewelry artist who teaches in the U.S. and internationally—Australia, New Zealand, Ireland, and Singapore. She has taught for Arrowmont, Penland, Bead and Button, Convergence, national and regional fiber conferences, at art and craft schools, and for private guilds. Mary has authored and illustrated three books: *Fabulous Woven Jewelry*, *Mixed Metal Jewelry Workshop*, and *Wrap*,

*Stitch*, *Fold and Rivet*, all published by Lark/Sterling. Currently, Mary is working on two more books, including a new jewelry book due to be released in Spring of 2012, and an art quilt book that will be released in Fall of 2012—titles coming soon! Her work has been featured in many other books: *Jewelry Design Challenge*, *500 Baskets*, *Fiber Arts Design Book 7*, the *Gourd Book*, *Creative Scarecrows*, *Pushing the Envelope*, *Fabulous Found Object Jewelry*, *Teapots – Makers and Collectors*, *Beading with Crystals*, and *Creative Beading Volume 2*. Mary's creative designs have also been mentioned in magazines, including *Quilting Arts*, *Art Jewelry*, *Bead and Button*, *Beadwork*, *Shuttle Spindle & Dye Pot*, and *Crafts Report*. Mary has exhibited her work at SOFA, through the Katie Gingrass Gallery, and she is a frequent contributor to the PBS shows *Beads Baubles & Jewels*, and *Quilting Art*.



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### MATTHEW MEAD

Matthew Mead is a noted style expert, lifestyle editor, writer, author, and photographer. The former style editor of Country Home magazine, Matthew recently launched his own magazine. Serving as the founder and Editor-in-Chief of the new quarterly publication Holiday with Matthew Mead (visit the website at [www.holidaywithmatthewmead.com](http://www.holidaywithmatthewmead.com)),

Matthew brings with him a vast and

varied experience in the magazine and publishing industry. Currently the official food photographer for the Associated Press, Matthew is a regular contributor to HGTV.com and Better Homes and Gardens publications and, as co-editor, led the creative direction of the 2010 issue of Flea Market Style magazine. Matthew has also written several books and produced countless magazine spreads and ad campaigns for noted companies such as Pottery Barn, Dove Chocolate, Target, and Stonewall Kitchen.



### MELANIE FALICK

Melanie Falick is the editorial director of STC Craft/Melanie Falick Books, which is part of Stewart, Tabori & Chang and Abrams Books. She is also the author of numerous books, including Weekend Knitting, Kids Knitting, and Knitting in America, in addition to serving as the former editor-in-chief of Interweave Knits magazine.



### OLIVIA BOULTER

“Eleven years old and willing to help” is how Olivia Boulter described herself to the Audubon Society when she contacted them about tragedy in the Gulf. Aspiring ornithologist, artist, and saxophone player, Olivia wept when she heard about the oil spill in the Gulf Coast, a place where she spent many

vacations with her cousins and grandparents who live in Louisiana and Alabama. Knowing birds were going to suffer, she had to take action. Inspired by her hero James Audubon, Olivia wrote to the Audubon Society about a fundraising idea, using her talent as an artist to give bird drawings to those who donated to wildlife recovery efforts. Olivia drew and donated 500 original drawings and thousands of limited edition prints throughout the summer of 2010.

The response has been incredible:

- Nearly \$200,000 raised for organizations helping wildlife in the Gulf region.
- Over 28,000 people have signed up on her Facebook fan page.
- Over 140,000,000 impressions of her AOL Artist Page.
- She has received many fan letters, including one from former President Clinton.
- Sterling’s Children’s Publishing is publishing Olivia’s Birds on the anniversary of the oil spill.
- An exhibition/silent auction of her drawings took place at The Cole Art Center in Texas, on Larry King’s Save the Gulf Auction, and at fashion house Ports 1961.

Her story has appeared on many media outlets including:

CNN, The Today Show, MSNBC, Larry King Live, People, The Mobile Press Register, The Guardian (UK), BBC Radio, AOL News, Newsday, CBC, The Independent, USA Today, The Disney Channel, Time for Kids, Highlights, Scholastic, CBS Evening News with Katie Couric, and American Girl magazine.

Olivia’s family went to Washington DC to express concerns over bird habitat and to support clean energy legislation and met with Congressman Waxman (CA), Congressman Engel (NY), Congressman Israel (NY), Senator Schumer (NY), Senator Gillibrand (NY), as well as Secretary of the Interior, Ken Salazar, and Carol Browner, director of President Obama’s committee on Energy and Climate Change. US Fish and Wildlife Service honored



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Olivia at their 2011 annual conference. Audubon President David Yarnold invited Olivia to the DC Neotropical Migratory Bird Gala. She is the 2011 winner of Audubon Artist Inspiring Conservation Award.

Olivia was also honored by Congressman Steve Israel as a Hometown Hero on August 31, 2010 and by TD Bank and the NY Islanders in January 2011.

Olivia and her little brother Jackson organized a local fundraiser for Seatuck, a nature preserve on the Great South Bay in Islip, New York where the Sea Tuckers, Olivia and Jackson's jazz band performed, and artwork was sent in from around the globe. Close to \$2,000 was raised. They also performed at The Living Room, in NYC with Musicworks, raising money for music programs in Central America. <http://www.youtube.com/watch?v=cl8loJ6Ouu0>

Olivia and Jackson have been recruited by Disney's Friends for Change/Project Green program to film a public service announcement to kick off a month-long effort to clean up our coastline. This video includes the Jonas Brothers and the cast from Camp Rock, and has aired on all the Disney channels. Olivia's artwork is being incorporated in their Friends for Change website paint program.

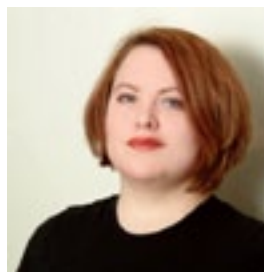
In September 2010, Olivia presented at the TEDxRedmond conference at the Microsoft Convention Center in Seattle, Washington and at the US Fish and Wildlife Service conference in February 2011. She has been asked to speak at St Joseph's TEDX conference September 2011.

Olivia was selected as an honoree for a Global Appreciation World of Colors Award and was named ASPCA Kid of the Year, winning the Tommy P. Monahan award. She was also honored by the French newspaper Mon Quotidien and by AOL as one of their top "feel good" stories of 2010. Olivia's story was named Outstanding Stories of 2010 by My LITV.

Olivia and Jackson's online store continues to raise money. Profits are donated to Cornell Lab of Ornithology, IBRRC, and Project Puffin. Olivia has just been named Dawn Junior Wildlife Champion.

### ROSEMARY DRYSDALE

Rosemary Drysdale is a designer and teacher of knitting and embroidery. While growing up in Northern England, she was introduced to embroidery by her grandmother, and learned to knit socks at age seven. Rosemary studied Textile Science in college, earning a distinction in Needlework Studies. After relocating to the US in her early 20s, she has enjoyed a decades-spanning career as an embroidery and knitting teacher and designer. She has taught at Pratt Institute and FIT in New York, in addition to traveling around the world, lecturing and promoting her publications. A former yarn store owner, Rosemary is currently Knitting Editor at Vogue Knitting magazine, and a consultant and designer in the yarn industry. Rosemary's latest book, *Entrelac*, was published in November 2010.



### SHANNON OKEY

Shannon Okey is a designer, the publisher behind Cooperative Press, and a former knitting magazine editor. She has written more than a dozen fiber arts titles and has taught classes everywhere you can imagine, including a drop-spindling class on a swaying cruise ship! Her most recent book is *The Knitgrl Guide to Professional Knitwear Design*.



### SUSAN B. ANDERSON

Susan B. Anderson is the author of the Itty-Bitty book series, including *Itty-Bitty Hats*, *Nursery and Toys*, and the recently released *Spud & Chloë at the Farm*, *Knit and Read* book. She currently writes, photographs, and designs for two blogs. Susan spends the rest of her time with her four kids and husband in Madison, Wisconsin.





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### TERRY WALTERS

Terry Walters is at the forefront of the clean-eating lifestyle movement. She is the author of the highly acclaimed cookbooks, *Clean Food* and *Clean Start*, and is dedicated to making sustainable good health both easy and delicious. Without preaching or judgment, Terry shares her passion and shows how simple it is to get on the path to eating clean and enjoying good health—for

yourself, your family, and the environment. Terry has traveled all over North America speaking about *CLEAN FOOD*. She has been featured on television and radio, in print and Internet media, and is the author of the popular blog *Eat Clean Live Well*. Terry serves on the board of directors for Urban Oaks Organic Farm, one of the largest urban organic farms in the country, and received her training at The Institute of Integrative Nutrition. She resides in Connecticut with her husband and two children, who know the joys of eating clean.



### TRISHA MALCOLM

Trisha Malcolm's life in needle crafts began at the age of four and has spanned summers knitting, sewing, crocheting, and embroidering while at the beach, backpacking around the world, and during academic years as a high school needlework teacher. An editorship at

McCalls Needlework and Craft magazine led Trisha to a career in craft publishing. She worked as the Craft Editor at Family Circle magazine Australia and other publications before she took over the helm of *Vogue Knitting* in 1997. Her role at the company has expanded in the ensuing years, to encompass *Knit Simple* magazine, a book publishing division (publisher of the *Stitchionary* series, *Knitopedia*, and more), custom publishing, and stitching-themed events. Trisha lives in Brooklyn, New York, with her son.



### TIFFANY THREADGOULD

Tiffany Threadgould is a design junkie who gives scrap materials a second life. She's the founder of *RePlayGround*, where you can find oodles of do-it-yourself projects, *ReMake It* recycling kits, and more information about

her book *ReMake It!* She's also the head of design at *TerraCycle*. Tiffany's recycled crafts have been featured in *The New York Times*, *Everyday with Rachael Ray*, and *Time Out New York*. She has appeared on CNN and on the National Geographic four-part special, *Garbage Moguls*. Tiffany thinks that garbage has feelings too and sometimes can be found talking to her pile of junk at her design studio in Brooklyn, New York.



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### ALICIA WOODWARD

Alicia Woodward, LCSW, is editor-in-chief of Living Without magazine, the nation's leading food, health, and lifestyle magazine for people with allergies and food sensitivities, including those with celiac disease and gluten sensitivity. Alicia has been with the magazine since its inception, serving as editor of the premier issue in 1998. Now

in its 13th year of publication, Living Without's mission is to help readers live well—and thrive—on their special diets.

Alicia has been a journalist and professional writer for many years. A former hospice therapist, she is a licensed psychotherapist who specialized in the psychological, social, and spiritual aspects of living with chronic medical conditions, including celiac disease and food allergies and sensitivities.

Web: [www.livingwithout.com](http://www.livingwithout.com)



### ALYSON OUTEN

Alyson Outen is a farm girl trapped in a city girl career. A two-time Emmy Award-winning reporter, Alyson spent 20 years in the hustle and bustle of television news. Alyson recently hung up her microphone and parlayed her professional experiences into a new

career as the Internal Communication Manager for a Fortune 500 company. On the side, Alyson works as a food stylist for the magazine MaryJanesFarm. Because she spends as much time as possible cooking for friends and preening and pruning her cottage garden, developing out-of-the-box recipes and food skills for publication is the perfect fit for Alyson.



### ASHLEY ENGLISH

Ashley English has earned degrees in both holistic nutrition and sociology. Life has provided her with numerous career paths, including working as a medical assistant and nutritional

consultant, manager of a bed and breakfast, wine and beer sales rep, baker, and caterer. Additionally, she has worked over the years with a number of non-profit organizations committed to social and agricultural issues. She is currently a member of Slow Food USA. Ashley is the author of the Homemade Living book series, which address varying topics related to sustainable small-scale homesteading. Ashley, her husband, and their young son, along with a menagerie of chickens, dogs, cats, and bees live in Candler, North Carolina, where they are converting their land into a thriving homestead. You can find her detailing those adventures in homesteading on her blog, Small Measure. She also writes a weekly column, "Small Measures with Ashley," on the popular design blog, Design Sponge.

Web: [www.designspongeonline.com](http://www.designspongeonline.com)

Blog: [www.small-measure.blogspot.com](http://www.small-measure.blogspot.com)

Twitter: @ashley\_english

## CAROLYN ROBB AND SARAH CHAMPIER



South African born Carolyn attended the Tante Marie School of Cookery in Surrey, England where she had a classical training in French cuisine and gained her diploma with distinction. Subsequently she was chef to TRH The Duke and Duchess of Gloucester at Kensington Palace for two years before being offered a position in the household of TRH the Prince and Princess of Wales, where she worked for 11 years.

After their separation she remained as executive chef to HRH Prince Charles. She cooked in all the royal residences in the UK and accompanied HRH on many overseas state visits. During this time she worked with many of the UK's top Michelin rated chefs and spent time working in the kitchens of Michelin restaurants in France and Italy. Since leaving the Royal Household she has worked in Switzerland, the Middle East and in the USA. Carolyn now lives in Oxfordshire, UK with her young daughter.

Web: [www.tastebud.uk.com](http://www.tastebud.uk.com)



Sarah was born with a genuine true love of flowers. Even as a young child she made posies in her Grandmothers garden. She studied art, graphics and display. After marrying a French chef, she moved to France where they established and ran their own restaurant. On her return to the UK Sarah completed a long anticipated



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diploma in Floristry. Whilst freelancing as a florist she was offered a position working in the gardens at Highgrove House, the country home of HRH The Prince of Wales. Several weeks into her new job Sarah found herself doing the flowers for events in the house. The Prince adored Sarah's natural informal style and he created the position of personal florist for her. Travelling extensively with the Prince, she composed wonderful displays for many royal events. She held this truly unique position for 11 years. Sarah lives in Gloucestershire, UK and she has two grown up daughters.



### DIANE CU AND TODD PORTER

Hello & Chaò, we're Todd and Diane. Welcome to our world of photography and food behind the kitchen, behind the scenes & behind the lens. We're photographers, travelers

and gardeners. Fueled by our love of local culture, people & rich heritage, we document powerful stories from around the world. We celebrate good food, great conversation, green gardening and traveling. For us, our lives have always been about love, family, friends, sharing, exploring & food. These four essentials of survival brought us together & eventually became the basic ingredients to molding our different backgrounds and personalities into one balanced dish.

We cook, consume and create from childhood comforts that our forefathers passed on through our heritage. But, we are not bound by it. Open to feeding both inside and outside our cultural comfort zones, we believe food holds few boundaries; so long as we understand and give respect/recognition to its origins. After many frustrations, failures and success, we continue to evolve at the stove and in our personal lives. We love our job. Of course there are always challenges that come with each project we photograph or film, but at the end of the day we are always thankful for the wonderful people that we work with and Cristina Ferrare is one of those wonderful souls that help us love our job to no end. Last year Cristina selected us to photograph her new cookbook, Big Bowl of Love, which is also the title of her cooking show on the Oprah Winfrey Network. Currently, we are shooting the photos for a jewelry book.

Web: [www.whiteonricecouple.com](http://www.whiteonricecouple.com)



### ERIN LIVERS

Erin Livers, ICNT (Integrative Clinical Nutrition Therapist) is a multi-faceted nutrition therapist and health educator. Her integrative approach to nutrition therapy combines Nutritional Anthropology, Functional Medicine, Chinese Medicine, Guided Imagery, and Intuitive Counseling, which supports her clients to discover how to nourish

their body with food and nurture themselves in all aspects of life. Her philosophy is food as medicine: how our relationship to food and the food we eat creates the foundation for our physical, mental, emotional and spiritual health. In her private practice, she helps people to lose weight and maintain it, improve digestion, relieve fatigue, sleep soundly, improve memory and concentration, balance mood and hormones, improve skin blemished by acne and eczema, improve PMS, relieve headaches, and prepare healthy meals with renewed inspiration. All this is done while partnering with a clients' healthcare practitioner. She currently teaches nutrition and health-related subjects at Bauman College, a school for holistic nutrition and culinary arts in Boulder. Her passion for teaching leads her to offer many classes and workshops to the public as well. Erin resides in progressive Boulder, Colorado where she tends vegetables, herbs, fruits and flowers in her organic garden before creatively cooking and eating them.

Web: [www.foodasmedicinecounseling.com](http://www.foodasmedicinecounseling.com)

Facebook: <http://www.facebook.com/pages/Food-As-Medicine>

Twitter: @foodasmedicine



### GENEVIEVE CHARET

Genevieve P. Charet is the Chicago-based writer and homesteader behind MaryJanesFarm magazine's "Urban Homesteading" column. Her articles and essays have appeared everywhere from national magazines to blogs to her mother's refrigerator. Genevieve grows an organic orchard and vegetable garden on her city steps, and adopts projects with wild abandon. On a given day, you might find her bubbling up kefir, culturing cheese, brewing beer or mead, baking artisan sourdough loaves,





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sprouting sproutables, crafting craftables, wrapping charcuterie, decorating cakes, churning butter, fermenting produce, or pickling anything that isn't nailed down (and some things that are). The only thing she loves more than getting her hands dirty with a project is getting your hands dirty with a project, so step lightly and ... too late, she heard you. Genevieve's free-range philosophy includes being a handful, trying everything once, writing what she feels, feeling what she writes, and not caring when she laughs so loudly that people look. If she had a dollar for every time someone called her "mild-mannered," she'd have a quarter.

Web: [www.genevievecharet.com](http://www.genevievecharet.com)



### JANET HURST

Janet Hurst enjoys country living. "I fondly remember my great-grandmother's farm, collecting eggs, playing with kittens in the hay loft, and fetching jars from the old fruit cellar. I thought it was heaven on Earth! This is the type of life I knew I wanted for my own family. I had a dream of a few acres

and a goat. That dream came true, and goats have been a part of things around my farm ever since! Because I had goats, I began to experiment with cheesemaking, and eventually I went on to study cheesemaking at the Vermont Institute of Artisan Cheese and the University of Guelph, Canada, as well as at small farms in Israel. I made cheese commercially for several years."

In addition to making cheese, Janet enjoys writing. "I first started writing about goats, then cheese. This took me down the path of writing for many well-known periodicals, including MaryJanesFarm magazine. What a thrill to see my name in print!" Janet recently completed her first book, *Homemade Cheese* (Voyageur Press, 2011). She says, "The best parts about writing the book were the interviews with cheesemakers. I love to talk to small farmers, to learn about their operations and their lifestyles. Each one has a story to tell." Janet continues to spread the art of cheesemaking across the country, through her writing efforts and her cheesemaking workshops. She says, "Teaching cheesemaking is as much fun as making it. People are amazed to discover that they can actually make cheese in their own kitchens with a minimum amount of specialized equipment. To watch someone learn a new skill, then apply it to their own life, is a gift for me. I think it's vitally important to preserve the art of cheesemaking in this country."



### JULIE COVE

For the past 19 years as an interior designer, Julie Cove has been celebrated as the Martha Stewart of Victoria. As owner of one of the most-loved home decor stores on Vancouver Island, Julie has helped thousands discover how to create beautiful spaces. Julie loves sharing her knowledge of design and do-it-yourself creations, and has been a popular speaker and workshop leader on the West Coast for 20 years. Appearing as a regular design expert on TV, hosting

her own radio show, *Island Lifestyles*, and writing for a variety of magazines as well as a blog, Julie has a unique gift as a teacher and instructor—inspiring her "students" to be creative, innovative, and to do it with passion! Julie's design work has been featured in magazines, and she's been the creative force behind several successful home tours and special events. Julie also has a passion for giving back. She uses her love of design and creativity as a way to raise thousands of dollars for community charity groups.

This award-winning designer is excited to take on her new passion: marrying beauty and creativity with healthy living. After a health crisis, Julie was forced to pour her creative energy into discovering everything she could about nutrition, exercise, and healthy living. She discovered an abundance of information on health, but a lack of innovative healthy recipes. Given her sincere appreciation for creativity and food, this inspired Julie to make healthy living more desirable, beautiful, and delicious to others. Her blog features health tips and delicious recipes, beautifully styled with her own vivid photography. Julie's passion is to inspire a healthy lifestyle for everyone—especially busy crafting moms!

Web: [www.alkalinesisters.com](http://www.alkalinesisters.com)

Twitter: @Alkalinesisters



### KATHY HESTER

Kathy Hester develops vegan recipes that make it easier to get a nutritious dinner on the table night after night. She is passionate about teaching people how to eat better with less effort and without

spending a fortune. Kathy went meatless back in 1983 when it was hard to find tofu and tempeh, much less modern-day luxuries



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like vegan marshmallows and a range of non-dairy milks. Kathy spends her free time transforming her front yard into a veggie garden, entertaining (vegan fondue anyone?), writing her Healthy Slow Cooking and Busy Vegan blogs, and developing delicious meatless recipes that even picky eaters and omnivores love. If you've been wanting to get more greens, whole grains, and vegan protein sources into your diet you'll definitely want to learn Kathy's innovative methods for fitting healthy, whole foods into your busy schedule. Kathy's first book, *The Vegan Slow Cooker: Simply Set It and Go with 150 Recipes for Intensely Flavorful, Fuss-Free Fare Everyone (Vegan or Not!) Will Devour*, comes out this October from Fair Winds Press. Here's what people are already saying about the book:

"This book might just revolutionize vegan cooking! Kathy Hester's recipes are ridiculously fast and easy, unbelievably delicious, and believe it or not—cheap. Bravo, Kathy!"

—Kathy Freston, New York Times best-selling author of *Veganist*

"Kathy's stellar recipes and straightforward instructions will have you creating hot, fresh, gourmet meals in just minutes a day. No more slaving away in the kitchen. With *The Vegan Slow Cooker*, you'll be eating like a queen with just the flip of a switch!"

—Rory Freedman, author of the #1 New York Times bestseller *Skinny Bitch*

"The health advantages of a plant-strong diet are compelling and well proven. But preparing yummy meals that are wholesome can be time consuming. That's where this book comes in. Slow cookers can be huge labor and time savers, if you know how to use them. This is the book that will show you how."

—John Robbins, author of *The Food Revolution*, *The New Good Life*, *Diet for a New America*, and other bestsellers

Kathy Hester lives in Durham, North Carolina, with her two cats (that would rather not live together), a cute dog with a belly-rubbing addiction, her very own picky eater, and more slow cookers than any one person should own.

Web: [www.healthyslowcooking.com](http://www.healthyslowcooking.com) [www.busyvegan.blogspot.com](http://www.busyvegan.blogspot.com)

Facebook: Healthy Slow Cooking

Twitter: @geekypoet



### **KIM STOEGBAUER**

In December 2008, Kim decided to leave her career in real estate to stay home with her young kids, Tommy and Kate. Always crafty and creative, she started a blog to share her craft projects, decorating, and party ideas. She had recently decided to convert a room in her home to a craft studio and came up with the blog name "TomKat Studio" from the combination of her kids' names. Kim's blog quickly gained a loyal following and readers asked if they

could buy things that she was making, including hand-decorated frames and invitations. On a whim, she decided to open an Etsy shop. Within weeks she was overwhelmed with orders. After her daughter Kate's lollipop birthday party was featured on a popular party blog—*Hostess with the Mostess*—in April 2009, demand for her creations soared. Not being able to keep up with the demand, Kim closed up shop that summer and took a short break. She came back and reopened as a printable party shop.

Kim's designs have fueled the printable party trend. Her talents have expanded into photo and party styling, which she enjoys immensely. She has styled shoots for clothing companies, local publications, and HGTV.com. She recently met her idol, Martha Stewart, which made her giddy with excitement. Her business has grown very quickly and she pinches herself daily to be sure it's really happening! Through her blog, Facebook, and Twitter, Kim connects with her readers and fans. She and her fabulous staff answer every email, inquiry, and question that comes in. Kim loves nothing more than helping spread the word about other women/mom-owned businesses with amazing products. Her weekly giveaways and features have helped catapult many businesses. Kim loves pink, ruffles, and all things pretty. She is a perfectionist, night owl, and a teeny bopper at heart. She loves sweets, the *Twilight* series, and is still a big fan of *New Kids on the Block*. Kim's work has been featured on *MarthaStewart.com*, *Martha's Dreamers* into *Doers* site, *HGTV.com*, and the television program *Sonoran Living Live*. Her work has also been featured in publications such as *InStyle* magazine, *202 Magazine*, *The Arizona Republic*, and *Go Gilbert!* magazine. Kim is also a regular on a local radio show—*Women Like You*, on Mix 96.9, and a guest contributor for *Project Nursery* and *HomeGoods*.

Kim lives in Chandler, Arizona with her wonderful husband, Danny, their two sweet children Tommy (5), Kate (3), and their Chihuahua, Bentlie.



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### KRYSTINA CASTELLA

Krystina Castella is an industrial designer, cookbook author, and long-time Art Center College of Design professor. The Museum of Modern Art, Fortune magazine, and Oprah Winfrey have all praised Krystina's creative achievements. Her books include Crazy about Cupcakes, Crazy about Cookies, Crazy about Cakes, A World of Cake, Booze Cakes, and Pops! Icy treats for everyone.

Web: [www.krystinacastella.com](http://www.krystinacastella.com)



### LAURA C. MARTIN

Laura C. Martin is the author of 24 books, the latest of which is the Green Market Baking Book (Sterling, January 2001). In this book, which she also illustrated, Laura combines her enthusiasm for healthy organic eating with her love of baking to offer 100 recipes for delectable, healthy,

sweet, and savory treats. Laura has been passionate about creating, crafting, gardening, and cooking and has been actively involved in writing, lecturing, and teaching on these subjects for almost three decades. Her books and awards include Nature's Art Box (winner of the 2004 Parents' Choice Award), The History of Southern Gardens (winner of the Garden Writers of America 1994), The Art and Craft of Pounding Flowers, Fairy Island and Handmade Gifts from a County Garden. In 2009, Laura started a business called Ties That Matter, which uses recycled neckties to make one-of-a-kind fashion accessories. The business employs women-in-need to do the sewing, and gives back 10 percent of profits to help the homeless in her community.

Email: [lwcmartin@bellsouth.net](mailto:lwcmartin@bellsouth.net)



### LISA KIVIRIST

A leading national advocate for championing the inspiring story of women transforming our food system, Lisa Kivirist serves as a distinguished Kellogg Food & Society Policy Fellow and founded and directs the Rural Women's Project, a venture of the Midwest Organic and Sustainable

Education Service (MOSES) that supports women farmers and food entrepreneurs. She and her family run Inn Serendipity Farm and Bed & Breakfast outside Monroe, Wisconsin, completely powered by renewable energy and considered among the "Top Ten Eco-Destinations" in North America.

Her culinary focus on organic, local and seasonal cuisine earns recognition in publications from Vegetarian Times to Country Woman and inspired the new cookbook co-authored with her husband, John Ivanko: Farmstead Chef. Lisa and John also co-authored the award-winning book ECOpreneur and Rural Renaissance and she writes for Hobby Farm Home, Hobby Farms, Edible Madison and Renewing the Countryside, a non-profit organization showcasing rural entrepreneurial and agricultural success stories. Lisa writes a column spotlighting national policy issues for the Women, Food & Agriculture Network (WFAN) and is organizing a national summit to support more women in sustainable agriculture taking on leadership roles: Cultivate 2012: Creating Collaborative Opportunities for Women in Sustainable Agriculture to Transform our Food System.

Web: [www.innserendipity.com](http://www.innserendipity.com)

Web: [www.ecopreneuring.biz](http://www.ecopreneuring.biz)

Facebook: [www.facebook.com/Kivirist](http://www.facebook.com/Kivirist)





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### MARYJANE BUTTERS

MaryJane Butters was instrumental in creating the present-day organic movement in America. She was chair of one of the first state-sanctioned organic advisory boards and is proud to say her first organic inspection certificate listed her as "grower #8." Born to a large,

self-sufficient family in Utah, she was raised on homegrown food and knew from the tender age of five that she would grow up to be an organic farmer. But her real passion is that of teacher. Featured in *The New Yorker* in 2004, a lengthy article stated, "MaryJane Butters, a natural teacher, has a gift for simplification, and makes it seem that everything she does is easy and attainable." Those who've attended her non-profit Pay Dirt Farm School, now in its 14th year, all agree.

Her one-week intensive food rehab program has created legions of converts, all of them happy to report that MaryJane's simple approach to "change your food, change your life" has done just that. Always the pioneer, MaryJane spent summers watching for fires from a mountaintop lookout; was one of the first female wilderness rangers in the U.S.; attended a trade school and worked for years as a carpenter; founded a well-known environmental organization still thriving today ([www.pcei.org](http://www.pcei.org)); and created a line of organic backpacking foods, MaryJane's Outpost, sold in thousands of stores nationwide and in Canada ([www.maryjanesoutpost.org](http://www.maryjanesoutpost.org)).

Her organic enterprise, which was immortalized in *National Geographic* magazine in 1995, has been featured in major magazines and newspapers across the country. She also runs a wall-tent B&B that was featured in *The New York Times*, *Sunset*, and *Travel & Leisure* magazines, and on both the *Today Show* and *The Early Show*. Her own "everyday organic lifestyle" magazine, *MaryJanesFarm*, is available nationwide. In addition to authoring three books, MaryJane also writes a weekly newspaper column, "MaryJane's Everyday Organic," for United Feature Syndicate.

From a facility on her farm, MaryJane mixes and ships 60 different organic prepared foods for home use ([www.maryjanesfarm.org](http://www.maryjanesfarm.org)). She grows fruits, vegetables, and eggs for an 18-family CSA. She even grows a biodiesel crop to fuel her pink vintage Mercedes Benz. She owns two retail stores. In addition, she designs and sells her own line of bed linens to nearly 700 department stores. Her designer fabric is marketed in several different countries, and she is the creator of Project F.A.R.M. (First-class American Rural Made), an organization employing rural women who sew totes, quilts, dolls, and more. MaryJane is also the owner of the historic Barron Flour Mill in Oakesdale, Washington.

Web: [www.maryjanesfarm.org](http://www.maryjanesfarm.org)

Twitter: @maryjanebutters

Facebook: MaryJanesFarm



### TERRY WALTERS

Terry Walters is at the forefront of the clean-eating lifestyle movement. She is the author of the highly acclaimed cookbooks, *Clean Food* and *Clean Start*, and is dedicated to making sustainable good health both easy and delicious. Without preaching or judgment, Terry shares her passion and shows how simple it is to get on the path to eating

clean and enjoying good health—for yourself, your family, and the environment. Terry has traveled all over North America speaking about CLEAN FOOD. She has been featured on television and radio, in print and Internet media, and is the author of the popular blog *Eat Clean Live Well*. Terry serves on the board of directors for Urban Oaks Organic Farm, one of the largest urban organic farms in the country, and received her training at The Institute of Integrative Nutrition. She resides in Connecticut with her husband and two children, who know the joys of eating clean.

Web: [www.terrywalters.net](http://www.terrywalters.net)

Blog: <http://terrywalters.net/blog>

Facebook: CLEAN FOOD

Twitter: @TerryWalters



### TINA HAUPERT

For more than three years, Tina has shared her life through journaling her daily meals on her blog, *Carrots 'N' Cake*. Each day, she strives to find the right balance without losing out on fun or good taste. She has gained notoriety by being quoted in many publications including: *Woman's Day*, *Health*,

*Glamour*, and *Woman's World*. Tina also writes a weekly feature for *Health.com* and directs the social strategy for a nutritional rating company called NuVal. Her first book, *Carrots N Cake: Healthy Living One Carrot and Cupcake at a Time* is based on her blog and debuts in May 2011.

Web: [www.carrotsncake.com](http://www.carrotsncake.com)

Twitter: @carrotsncake



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### BREAD THE MARYJANE WAY

**SATURDAY, SEPT. 17, 2011**  
TEACHER: **MaryJane Butters**  
TIME: 3:30 pm - 5:00 pm  
REG. CODE: MJFSPM

Not so very long ago, bread was made using only two ingredients: flour and water. Naturally leavened bread, without chemical rising agents and baker's yeast (one variety of yeast singled out) was the authentic staple of our great-grandma's generation. MaryJane's SUPER-SIMPLE 1 minute a day, 5 minutes on Saturday method, using equipment you probably already have on hand, will revolutionize your bread making. The idea behind Bread the MaryJane Way is one of good health. Baking bread using your own sourdough starter is better for you because the starter pulls in wild yeast spores familiar to your body from the air and plants that surround you. Sourdough enhances your immune system. Here's how:

Phytic acid (phytin) in grain needs to be neutralized in order for the nutrients to be absorbed by the human body. In naturally leavened bread (sourdough), the phytin is neutralized by natural bacterial action and, to a lesser degree, by baking. But in yeasted breads, about 90 percent of the phytin remains. Perhaps this is the reason for the modern-day ground-swell of gluten intolerance. Furthermore, in naturally leavened bread, complex carbohydrates are broken down into more digestible simple sugars and proteins are broken down into amino acids so that your body has access to vital nutrients. Using techniques that MaryJane has taught to hundreds of people, you'll leave her workshop empowered (kits will be available for purchase) to create mouth-watering artisan sourdough breads in dozens of different styles and shapes, including bagels, baguettes, flatbread, ciabatta, fougasse, pretzels, panettone, pizza crust, focaccia, and more. And the best part? You'll spend only minutes a day in your kitchen. If you think you know something about homemade bread, forget it—MaryJane's approach takes bread-making to a whole new rise. In MaryJane's chatroom ([www.maryjanesfarm.org/snitz](http://www.maryjanesfarm.org/snitz)), "Bread the MaryJane Way" has close to 2,000 posts from women nationwide who are discovering the secrets to MaryJane's sourdough magic.



### CRAZY ABOUT SWEETS

**SATURDAY, SEPT. 17, 2011**  
TEACHER: **Krystina Castella**  
TIME: 11:30 am - 1:00 pm  
REG. CODE: MJFSAM

**SATURDAY, SEPT. 17, 2011**  
TEACHER: **Krystina Castella**  
TIME: 3:30 pm - 5:00 pm  
REG. CODE: MJFSPM

Learn from top selling cookbook author Krystina Castella how to make your own cupcakes, cookies, and cakes into tasty objects of art. In this workshop, Krystina reveals her recipe development and design process. She also teaches basic baking, building, and decorating techniques. You'll have fun making crafty confections in playful flavors and shapes while adding finishing touches that render your creations unique. For creatives who enjoy playing in the kitchen, come explore the many opportunities sweets provide!

### CREATING FABULOUS PARTIES



**SATURDAY, SEPT. 17, 2011**  
TEACHER: **Kim Stoegbauer**  
TIME: 11:00 am - 2:00 pm  
REG. CODE: MJFSAM

**SATURDAY, SEPT. 17, 2011**  
TEACHER: **Kim Stoegbauer**  
TIME: 2:30 pm - 5:30 pm  
REG. CODE: MJFSPM

Do you love throwing parties? Join Kim Stoegbauer of The TomKat Studio for tips and tricks on making your next gathering fabulous! Kim is a trend-setting party stylist and blogger who has quickly turned her original ideas into a thriving business. In this class, you will learn how to:

- Choose a theme/color palette
- Utilize our exclusive Party Planning Worksheet to organize your ideas/tasks
- Use paper, crafting tools & materials to create easy decorations and finishing touches
- Design stunning food/dessert displays using simple tips and tricks
- Create your choice of party crafts to show off at your next event (cupcake toppers, paper medallions & more)



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### DIY CHEESEMAKING

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Janet Hurst**  
TIME: 11:30 am - 1:00 pm  
REG. CODE: MJFSAM

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Janet Hurst**  
TIME: 3:30 pm - 5:00 pm  
REG. CODE: MJFSPM

Do you harbor dreams of proudly making your own ricotta, chèvre, crème fraîche, Amish cup cheese, cottage cheese, and cream cheese? After a brief introduction to cheesemaking, Janet Hurst, Homemade Cheese author, will then demonstrate how to make fresh mozzarella cheese. Afterwards, workshop participants will make their own cheese. All supplies and materials, including farm-fresh milk, will be provided. Participants will take home their finished cheese along with a recipe or eat it on the spot, served with bread and crackers. Additional supplies (kits) will be available for purchase as well as Janet's book, *Homemade Cheese*. The workshop will run 90 minutes. Workshop is limited to 12 participants.



### EAT, EXERCISE AND LAUGH ... A LOT!

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Tina Hauptert**  
TIME: 11:30 am - 1:00 pm  
REG. CODE: MJFAM

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Tina Hauptert**  
TIME: 3:30 pm - 5:00 pm  
REG. CODE: MJFPM

How do you find the balance between having fun, staying fit, and watching your weight - all without the stress or major sacrifices? Let one of the most popular food bloggers on the internet, Tina Hauptert, share her secrets for "Healthy Living, One Carrot & Cupcake At A Time" with you! Tina's tips will motivate you to find a balance that works for you, whether you are traveling, on a date, or have a fabulous girls' night planned. Find out what the two out of three rule is, how to think before you drink, and learn many other healthy habits you can practice while still having fun.

Tina will even share her recipe for work out cookies with you. That's right, a cookie before you work out! Join Tina as she focuses on fun, and (mostly) healthy living. You'll walk away with:

- A journal to keep
- 6 new recipes
- Work out strategies that you can cater to your own time/needs.

### EDIBLE IMAGES: FOOD PHOTOGRAPHY AND STYLING THAT MAKE PEOPLE WANT TO EAT YOUR PHOTOGRAPHS



TEACHER: **Diane Cu**  
and **Todd Porter**

TIME: 3:30 pm - 5:00 pm  
REG. CODE: MJFSPM

A great food photograph can often be the missing link to bringing your blog up to the next level of success. Covering both the importance of creative storytelling and technical digital photography techniques, this workshop will cover basic lighting, understanding of post-process editing, and gear to creative composition. Essential topics on food styling such as how to make ugly food look pretty and the value of styling props will be included as well. Diane and Todd will demo a live food shoot from storyboarding, to lighting, to food styling, to final shot.





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### **FIVE SUPER NUTRITIOUS MEALS FOR BUSY CRAFTING/ BLOGGING GALS & MOMS TO JUMP START YOUR CREATIVE GENIUS!**

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Julie Cove**

TIME: 2:30 pm - 5:30 pm

REG. CODE: MJFSPM

Looking for a healthier, happier, and sexier you? Stuck in a rut when it comes to healthy options for kids' meals and snacks? With Julie, the Alkaline Sister, learn how to consciously nourish you and your family! If you're too busy crafting or blogging to prepare healthy meals, or you need a good dose of inspiration for quick healthy recipes, this workshop will inspire you. Making meal time more fun and a lot healthier is the focus of this class, while providing you with added energy to follow your creative passion. Seasoned health-food blogger Julie Cove will inspire many creative ways to kick start a healthy routine for you and your family. With nourishing recipes for snacks and easy meals, tips for grocery lists, pantry makeovers, and how to get more veggies into your diet, you will be armed with a new approach for feeding you and your family consciously. You'll perk up with five recipes for healthy meals to increase brain power, creativity, and overall energy. She'll also explore gluten-free, nutrient-dense recipes. Julie will offer recipe demonstrations and lots of sampling, along with hands-on participation to make this workshop a must-do! From healthy green smoothies to omega-packed granolas to ideas for kids' lunches, you'll be armed with the tools you need to make more nourishing meals. Are you bursting with endless energy every day? Is your lifestyle and diet serving you? Or are you sitting at your computer, or in your creative studio, and feeling dreary? Want more healthful energy? Looking for creative ways to make meal time more exciting and healthy? This workshop is for you!



### **FOOD AS MEDICINE**

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Erin Livers**

TIME: 11:30 am - 1:00 pm

REG. CODE: MJFSAM

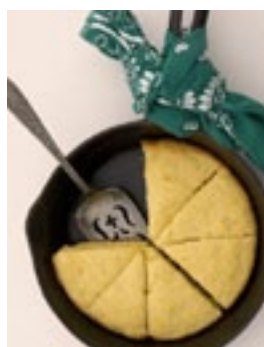
**SATURDAY, SEPT. 17, 2011**

TEACHER: **Erin Livers**

TIME: 3:30 pm - 5:00 pm

REG. CODE: MJFSPM

Want to take control of your health and arm yourself with natural healing knowledge? Food as Medicine will show you how to make your kitchen a hub of healing energy. You'll learn how to restore your body's dietary wisdom, how your diet can help you prevent illness by eating the right things in the right amounts, and how you can balance your diet for optimum health. Food as Medicine is a 90-minute workshop that will show you how to prepare healing meals to cure what ails you. The instructor will explain how to use your diet to complement the healthcare you get from modern medicine. Learn the healing properties of various foods, collect and walk through recipes for common remedies, and discover the art of balancing food groups for a better body. Food as Medicine will show you that health is often no further than your kitchen, and no more mysterious than the contents of your refrigerator.



### **GLUTEN-FREE LIFESTYLE**

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Alicia Woodward**

TIME: 11:30 am - 1:00 pm

REG. CODE: MJFSAM

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Alicia Woodward**

TIME: 3:30 pm - 5:00 pm

REG. CODE: MJFSPM

If you're making the switch to a gluten-free diet—congratulations! You're embarking on a new life free of the complications of gluten intolerance. Embrace this new beginning by picking up tips on shopping and eating out, customizing your recipe collection, and cooking for a family of gluten and non-gluten eaters alike. Gluten-free Lifestyle is a two-hour workshop that will help you to transition to your new diet without feeling deprived. If you're unsure about converting recipes, replacing flour, or searching for hidden gluten



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culprits in your cupboard, Gluten-free Lifestyle is the workshop you need. The instructor will guide you through traveling smart, eating in restaurants, reading between the lines on menus, and asking your waiter the right questions. You'll go home with some tried-and-true recipes for gluten-free breads and desserts and learn how to adjust your diet to maintain a good nutrient balance. The instructor will also share her tips for cooking appetizing meals for a family of both gluten and non-gluten eaters. Let Gluten-free Lifestyle be your first step on the journey to a gentler and more satisfying diet!



### GOING VEGAN

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Kathy Hester**  
TIME: 11:30 am - 1:30 pm  
REG. CODE: MJFSAM

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Kathy Hester**  
TIME: 2:30 pm - 4:30 pm  
REG. CODE: MJFSPM

If you've ever thought of cooking vegan, then this is the class for you. It doesn't matter if you want to change your diet completely, cook for someone who's allergic to dairy, or just spice up your meatless Monday. It's always handy to have a few vegan recipes up your sleeve. Let Kathy Hester, author of *The Vegan Slow Cooker*, show you just how easy it can be to make tasty vegan recipes that even meat-eaters and picky eaters will love. You'll learn new recipes that are perfect for a quick weeknight dinner--and a few special night-in treats, too! In the class, you will find out about easy substitutes for meat, dairy, and eggs that you can use in some of your non-vegan favorite recipes, as well as in the new recipes you'll learn. You'll also sample a few of these recipes so you'll know what favorites need to top your shopping list. Going Vegan is a two-hour workshop that will teach you what to look for on labels and what questions to ask in restaurants, plus you'll get tips and tricks to make your transition easier on you and your family. Whatever your motivation, Going Vegan will be your stepping stone to a lifestyle that supports your values while tantalizing your taste buds!



### GUILT-FREE GORGEOUS FOODIE GIFTS OBSESSIVELY HEALTHY BUT DELICIOUS GOODIES WITH ÜBER CREATIVE PACKAGING!

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Julie Cove**  
TIME: 11:00 am - 2:00 pm  
REG. CODE: MJFSAM

Give the gift of healthy food and package it up pretty! Food bloggers, crafty bloggers and their followers unite with this action-packed class brimming with healthy recipe ideas for daily nourishment AND gift giving. Wouldn't it be great to receive or give a gorgeous package of beautiful chocolates or cookies that were actually nutritious and super tasty? We often spend countless hours making and baking, but feel guilty actually eating and enjoying our treats since they're not nearly as healthy as they could be. This class will focus on gluten-free, "super food," and vegan goodies. Seasoned health-food blogger Julie Cove will inspire many creative ideas for adapting your favorite recipes. With one hands-on recipe and packaging, and four demo recipes, you'll learn healthy eating tips and creative packaging ideas to share your homemade healthy goodies. You'll also glean ideas from Julie's expert design tips for styling your treats—just in case you'd like to create and record some for your own blog. Using the latest crafting mediums and ordinary items, your packages will delight the senses. This workshop is like no other, tapping into your creative genius for whipping up some nourishing delights and presenting them for the WOW factor! Next Holiday Season, your family and friends will be impressed and grateful for your healthy treats!



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### JAM SESSION: THE BASICS OF WATER BATH CANNING

**FRIDAY, SEPT. 16, 2011**

TEACHER: **Ashley English**

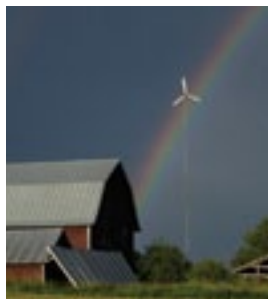
TIME: 3:30 pm - 5:00 pm

REG. CODE: MJFPM

Come learn the basics of making homemade jam. This class covers

the basics of the water bath canning method, necessary equipment, ingredient selection, and achieving a set (what makes jam jam). Students will receive hands-on instruction, printed materials, and a jar of homemade jam to take away.

### LAUNCH YOUR FARM DREAM!



**SATURDAY, SEPT. 17, 2011**

TEACHER: **Lisa Kivirist**

TIME: 3:30 pm - 5:30 pm

REG. CODE: MJFPM

Do you dream about escaping the urban cubicle scene for your own farmstead and country lifestyle? Come for an inspiring jump-start to bring your vision into reality with strategies and ideas for farm-based businesses,

from running a bed & breakfast to growing your own food to living off-grid. Lisa Kivirist and John Ivanko, co-authors of *Rural Renaissance* and *ECOprenuring*, share an insider's rural reality check, covering a diversity of approaches to sustainable living in the countryside. Launch the farmstead life of your dreams with a boost from seasoned insiders, the husband-and-wife team of Lisa Kivirist and John Ivanko, who left successful corporate careers over a decade ago to launch their farm and B&B in Wisconsin, Inn Serendipity. Learn from their experience as well as case studies of other successful farm start-up stories and leave with a toolkit of business ideas and sustainable living strategies. From B&Bs to selling at farmers' markets to running your farm on renewable energy, Lisa and John share ideas rooted in the reality that rural living is not all romantic bliss; it's a lifestyle based on passion, hard work, strong community ties and a good sense of humor when turkeys run away and zucchinis don't

sprout. Lisa and John also share tips for integrating family and children into farm businesses and connecting with community, including homeschooling and hosting lots of potlucks!

### MAKE A CLEAN START – YOUR GOOD HEALTH MADE EASY AND DELICIOUS!



**SATURDAY, SEPT. 17, 2011**

TEACHER: **Terry Walters**

TIME: 11:00 AM - 2:00 PM

REG. CODE: MJFSAM

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Terry Walters**

TIME: 2:30 pm - 5:30 pm

REG. CODE: MJFSPM

The best place to start eating CLEAN is exactly where you are! Join

bestselling cookbook author, Terry Walters, for a workshop that will fuel your passion for cooking and inspire you to nourish yourself and your family for a healthy and vibrant life. Whether you're just bringing awareness to your food choices for the first time, or are far along in your journey, this workshop will give you the inspiration, the motivation and the tools to eat clean and live well! Your CLEAN START will include:

- Setting intention exercise for sustainable good health
- Overview of the basics of eating clean
- Hands-on cooking class
- Group discussion and plenty of Q & A
- Information about the health benefits of the seasonal produce featured
- Five CLEAN recipes
- Complete shopping list

Discover how eating clean can benefit your unique constitution and lifestyle so that together we can enjoy easy, delicious, and sustainable good health for ourselves and our planet. \*For those with food sensitivities, this class is vegan and gluten-free.

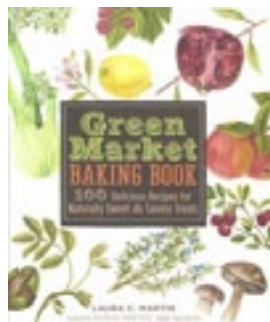




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### NATURALLY SWEET

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Laura C. Martin**

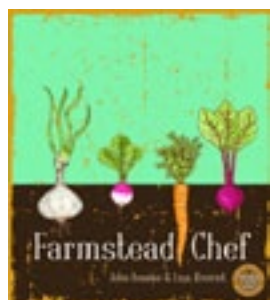
TIME: 3:30 pm - 5:00 pm

REG. CODE: MJFPM

Come explore the world of healthy baking (and eating!) with Green Market Baking Book author Laura Martin. Using natural sweeteners and whole grains,

Laura will share the secrets of substituting healthy ingredients in your favorite recipes. You are encouraged to bring along your own recipes and Laura will show you how to make substitutions that are delicious as well as good for you (including many ideas for gluten-free baking and healthy kid's snacks). In the workshop, you will make sweet, moist, Mexican chocolate cupcakes with the most creamy, delicious chocolate icing you can imagine—all without refined sugar! Come and learn this new way of baking. You, your family, and your body will appreciate it. Workshop agenda:

- Exploration of the idea of healthy baking. Discussion of ingredients: natural sweeteners, grains, and the use of local and organic produce. Question/answer about "Why local?" "Why organic?" "Why no sugar?"
- Make the chocolate icing for the cupcakes, put in 'fridge to thicken.
- Substitutions: each participant will bring her favorite recipe and Laura will take each one and explain how to make substitutions to make it more healthy by using natural sweeteners, fewer fats, and less gluten. She'll also have suggestions for baking things that are vegan. This will include many demonstrations.
- Make the Mexican chocolate cupcakes. Ice when cool. Discussion of fun and interesting ways to decorate, including the use of edible flowers.
- Sit and enjoy the sweet results of our labor.



### ORGANIC EATING ON A BUDGET

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Lisa Kivirist**

TIME: 11:30 am - 1:00 pm

REG. CODE: MJFSAM

What's the key ingredient to eating healthy, saving money and stewarding the planet for generations to come? A return to our nation's organic farmstead roots of independence, self-sufficiency and frugality, blended with the spice of modern living and a passion for transforming our planet. Join Lisa Kivirist, author of Farmstead Chef, and trade in toxins, food additives and fake food for homegrown and homemade cooking, from preserving the harvest to stocking your pantry. Author, farmer and innkeeper Lisa Kivirist will share simple, practical tips for organic eating on a budget, offering strategies that celebrate the homespun frugality spirit of our nation's farmstead roots. Do you feel overwhelmed by all the expensive organic options there? Lisa simplifies strategies for healthful food purchases and cooking approaches, wrapped in her philosophy that eating should be a celebrated, joyful act that strengthens our families, communities and spirit with every bite. Lisa will share recipes from her new cookbook, Farmstead Chef, that showcase a range of recipes for homemade and healthier pantry staples, like hot cocoa mix, vanilla extract and even marachino cherries and graham crackers. Value-packed strategies for shopping the supermarket and farmer's market will be covered as well as buying bulk and creative approaches to preserving your garden harvest.



### TASTEBUD'S FLORAL KITCHEN – AN ENGLISH COUNTRY GARDEN AFTERNOON TEA

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Carolyn Robb and Sarah Champier**

TIME: 11:00 am - 12:30 pm

REG. CODE: MJFSPM

Carolyn and Sarah's class will demonstrate how a traditional English afternoon tea can be elevated to new levels of elegance, indulgence and enjoyment. Their innovative and creative approach to the intertwining of food and flowers results in food that is beautiful, aromatic and most of all delicious and flowers that are an integral component of the teatime experience as a whole. This is an eclectic mix of 'traditional old English' and contemporary. Both Sarah and Carolyn are passionate about the provenance of the flowers and ingredients that they use. Their simple approach always allows the beauty of the flowers and the flavours of the produce to 'speak for themselves'. This is a class for anyone who loves beautiful, quirky, original presentation and of course delectable teatime treats, with glimpses of some of the great Royal traditions...



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## TEACHERS | TCC Handmade



### BECKI CROSBY

Becki Crosby is the founder of Whippy Cake, a brand encompassing salivation-inducing handmade accessories and her creative website, [www.whippycake.com](http://www.whippycake.com). Becki is the rockabye mom in the grocery store sporting the just-rolled-out-of-bed look with a posh twist that makes you wonder if she did it on purpose. She wears stripes with polka dots and white after Labor Day. She's married to The Boss, and what he says goes unless she says otherwise (but

don't tell him). Their fun-sized counterparts are her inspiration and muses, the King (Kingston) and Lo Lo (London). She is a mother, wife, daughter, sister and friend, but who isn't? She's short on time and long on love, so she needs her fashion to work for her. This need gave birth to her company Whippy Cake. Whippycake.com offers video tutorials, product reviews, styling tips, weekly giveaways, makeovers, and a blog with 6,700 followers. Becki's professional experience includes photography, hair and makeup artistry, design and fabrications. Becki's primary focus today is managing her rapidly growing business, which includes handmade headbands and unique accessories.

Web: [www.whippycake.com](http://www.whippycake.com)

Twitter: @whippycake

Facebook: Whippy Cake



### BETZ WHITE

Betz White has the uncanny ability of envisioning beauty in the unexpected, something new from something old, cupcakes from sweater cuffs. This skill has propelled her to the forefront of the crafting field. She is the bestselling author of two books that encourage

readers to stitch beautifully and tread lightly: *Warm Fuzzies* (North Light, 2007) and *Sewing Green* (STCCraft, 2009). Her line of Betz White Organic Textiles offers organic fabrics manufactured in environmentally sensitive ways, all showcasing her mastery of pattern and color and the perfect accompaniment to her Make New or Make Do series of original sewing patterns. You'll find her online teaching, event workshops, and blogging at [blog.BetzWhite.com](http://blog.BetzWhite.com).

Betz has built a career on thoughtful design, skilled craftsmanship, and materials that are kind to people and planet alike. Learn more at [BetzWhite.com](http://BetzWhite.com).

Web: [www.betzwhite.com](http://www.betzwhite.com)

Blog: <http://blog.betzwhite.com>

Email: [betz@betzwhite.com](mailto:betz@betzwhite.com)



### BRENDA SCHWEDER

Brenda Schweder has good-naturedly embraced many labels in her lifetime, from A Little Bit Steampunk to a Little Bit Tree Hugger to The Little Red-Haired Girl (back when "A Charlie Brown Christmas" still captured the attention of all good little boys and girls). Her latest monikers are Bend-it Like Brenda and Iron woMan (thanks

to her friends Jill and Jill, for helping her realize her left arm is now growing larger than her right), due to her most unfeminine passion for creating jewelry with steel wire (grrrrr!). In addition to *Steel Wire Jewelry* (Lark Books), Schweder is the author of *Junk to Jewelry: A Step-by-Step Guide to Using Found Objects in Jewelry You Can Actually Wear and Vintage Redux: Remake Classic and Collectible Jewelry* (Kalmbach Publishing Company). Schweder's designs and fashion jewelry forecasts have been published over 100 times in books and magazines, including: *30 Minute Earrings*, *30 Minute Necklaces*, *30 Minute Rings*, *Art Jewelry* magazine, *Bead Style* magazine, *Bead&Button* magazine, *BUST* magazine, *Vintage Style Jewelry* magazine, *Make it Mine* magazine, *Wirework 2010* magazine, *Wirework*, *Step by Step Wire*, *Steampunk Style Jewelry*, *Crystal Chic*, and many other compilations, pamphlets, and books. Schweder has been featured in both an online workshop and a podcast with Alison Lee of [Craftcast.com](http://Craftcast.com), and will make her television debut in Spring 2011 on *Beads, Baubles & Jewels* (PBS). A nationally-recognized teacher and jewelry designer, Schweder is an instructor at Mount Mary College and offers workshops at beading venues such as The Bead&Button Show (Milwaukee), the Racine Art Museum, Hacienda Mosaico, THE CREATIVE CONNECTION, The Ranch Center for Arts and Crafts (Seattle), and to bead societies nationwide. Schweder has designed for Swarovski and is a CREATE YOUR STYLE with SWAROVSKI Elements Ambassador. An advocate for the DIY jewelry segment, Schweder currently serves as past president of the Loose Bead Society of Greater Milwaukee and was instrumental in starting the Global Bead Society, bringing beading and jewelry making enthusiasts together worldwide.

Web: [www.brendaschweder.com](http://www.brendaschweder.com)

E-mail: [b@brendaschweder.com](mailto:b@brendaschweder.com)



# THE CREATIVE CONNECTION

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### CATHE HOLDEN

After successful careers as both ad agency art director and design firm owner/graphic artist/illustrator, Cathe gravitated toward creative blogging and crafting with an emphasis on repurposing, and a passion for vintage style. Inspiring others through her blog, JustSomethingIMade.com, Cathe has been a regular collaborator to Country Living magazine, where her work is

often featured. Flea Market Style magazine has also recognized Cathe's work, naming her blog the Best Vintage Artist's Blog.

Cathe resides in Northern California with her husband, Jeff, and three teenage children.

Web: [www.justsomethingimade.com](http://www.justsomethingimade.com)

Facebook: [www.facebook.com/JustSomethingIMade](http://www.facebook.com/JustSomethingIMade)



### CELINA MANCURTI

Celina is an Argentine textile designer living in the U.S. After leaving the business world to follow her passion for textiles, she's had a career in the textile and fashion industry for more than 10 years, developing a home collection that reflects her unique lifestyle. She says, "My story is told with my beloved screen printing, the unique designs, and

eco-friendly fabrics and notions that I use." Celina finds inspiration in her travels and in the nature close to her native Buenos Aires. A desire to create more sustainable products led her to find organic fibers and eco-friendly notions. This pairing made possible a product line of hand-screen printed 100% linen (flax), with water based inks, and sewn with organic cotton thread. Original and offered in limited-edition, Celina has produced fully green and handcrafted textiles. Her signature detail is vintage buttons rescued from old clothes and grandmothers' sewing boxes from around the world. As she says, "I treasure my simple clear-cut linens, and feel satisfaction from working with my hands, while at the same time thinking about future generations."

Web: [www.mancurti.com](http://www.mancurti.com)



### CHARLOTTE LYONS

Charlotte Lyons designs and makes things in a variety of styles and media. Inspired by the humble simplicity of traditional art and craft, in addition to the inventive use of repurposed materials, Charlotte aims to mix an unfussy playfulness with the vintage charm of handmade keepsakes. Over the years, her work has been featured in her books (Mothers and Daughters at Home, Between Friends), books with Mary Engelbreit and Barbara Martin, and also

in magazines such as Country Living, Victoria, Woman's Day, Better Homes and Gardens and Mary Engelbreit's Home Companion. Currently, she designs for licensing and teaches workshops nationally. Born and educated in St. Louis, Charlotte raised three artistic daughters in a bright pink house in Chicago. Now she and her husband live in the lower Hudson River Valley of New York, happy to have their girls (and their guys) nearby.

Web: [www.charlottelyons.com](http://www.charlottelyons.com)

Blog: [www.housewrenstudio.typepad.com](http://www.housewrenstudio.typepad.com)



### COLLEEN HOUCK

Colleen is a lifelong reader whose literary interests include action, adventure, science fiction, and romance. Formerly a student at the University of Arizona, she has worked as a nationally certified American Sign Language interpreter for seventeen years. Tiger's Curse is her first book, which has already received literary praise and digital success. Her self-published eBook claimed the #1 spot on Kindle's

children's bestseller list for seven weeks. Colleen lives in Salem, Oregon, with her husband and a white stuffed tiger.

Web: [www.tigerscursebook.com](http://www.tigerscursebook.com)

Twitter: @colleenhouck

Facebook: Tiger's Curse





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## TEACHERS | TCC Handmade



### DEBBIE MURRAY AND SHEA FRAGOSO

The mother-daughter design team of Debbie Murray and Shea Fragoso has been collaborating in creative ways for as long as both can remember. When Shea was growing up, Debbie taught stained glass classes in the community college system and owned a custom design business and fine art painting

studio. When Shea finished school, they owned gift shops together in Southern California. Shea became a highly sought-after jewelry designer; her creations appeared in dozens of fashion magazines and graced the red carpet several times. Both women designed products for the gift industry and sold pieces to collectors around the world. In 2009, Debbie and Shea completed a major remodeling of a gothic church in Dallas, Texas. Here, they indulged in their love of crowns and European design and were constantly inspired by the architecture and the light.

Web: [www.AGildedLife.com](http://www.AGildedLife.com)



### DONNA STEVENS AND DARLENE SUMMERS

Donna Stevens and Darlene Summers are the owners of d.stevens fine ribbons. They will teach you the ins and outs of bow making and how to use a bow. Donna and Darlene have been in the

floral and gift industry for ... well let's just say for a long time! Donna currently lives in Hong Kong, where she works closely with the factories to bring her ideas to the showrooms. Darlene lives in Phoenix working with customers and developing new ideas for using ribbon. For the past 20 years their passion has been designing and using ribbon, so it was natural that they would open a ribbon company.

"We love using ribbon in all types of product and learning new ways to use ribbon, but mostly we love sharing our passion of ribbon. It's only limited to your imagination what you can do with ribbon. We feel ribbon is not just wrapping packages anymore. Ribbon is a lifestyle, it's an occasion, it's creative, it's crafty and it's inspiring, but most of all, it's fun to work with!"

Web: [www.dstevensllc.com](http://www.dstevensllc.com)



### JENNIFER TUMA-YOUNG AND TERRY GRAHL

Enchanted Makeovers Team

Jennifer Tuma-Young – Chief Creative Officer (aka "The Inspirista")-Jennifer is a dreamer, planner, believer. She fell

in love with Terry and her mission the moment they met, and has completely thrown herself into it ever since. She is responsible for helping women with personal development, change management, and inside-out transformation.

Working closely with Terry, Jennifer and Terry creates inspirational programs and events, as well as leads the Creative Team. She is passionate about living an inspired life anchored in faith, connecting with others, finding beauty and meaning everywhere – essentially living with verve & energy, loving and nurturing ourselves and everyone around us, and using our unique gifts to serve the world. She was recently dubbed one of "America's Ultimate Experts" in life balance and inspired living by Woman's World Magazine, and is a sought-after speaker for companies such as American Express, Unilever, and Foster Grant. Jennifer has appeared on hundreds of television and radio programs as a coach and inspirer, with recurring segments on Rachael Ray, and ABC, NBC, CBS and FOX news. Her articles and tips are featured online and in print in major outlets such as Martha Stewart Living, Yahoo Shine, iVillage, and dozens more.

Web: [www.sparkbouncesoar.com](http://www.sparkbouncesoar.com)



Terry Grahl – Chief Executive Officer (aka "The Visionary")-Terry founded Enchanted Makeovers (EM) in 2007, and has been on an extraordinary journey ever since. She creates the vision for the organization, and pours her heart and soul into every last detail, from makeovers to programs to events to strategic planning.

Terry is an award-winning decorator who's creativity, child-like innocence, and whimsy is reflected throughout the mission.



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Terry was named People Magazine and MLB's "All-Star Among Us" in 2010 out of 7,500 nominations nationwide. Within a week she was standing on the Los Angeles Angels Baseball field watching as celebrity Sheryl Crow presented a video on her non-profit at the MLB All-Star game in California.

She's been featured in dozens of outlets both online, in print and television, such as Woman's World, Better Homes and Gardens Quilts & More, Martha Stewart, Country Almanac, Paint Magic, People Magazine, Cottages & Bungalows, Ladies Home Journal and Oprah Winfrey Show. Most importantly, she's a wife, mother to four wonderful children, and a passionate woman on a mission to inspire people to dream while they are awake, follow their heart, and to see each other truly as an extension of one's self.

Web: [www.enchantedmakeovers.org](http://www.enchantedmakeovers.org)

### JENNY HEID AND AARON NIERADKA



The artists behind Everyday is a Holiday are Jenny Heid and Aaron Nieradka, a duo from the New Jersey Shore. Jenny and Aaron have been designing together for more than 16 years and their artwork has gone through many changes as far as

size, scope, and mediums. In their own words: "First, we started as antique furniture restorers and muralists. Then we owned our hand-painted furniture company and retail store. We followed that with a line of gifts and home accessories sold to shops and boutiques nationwide."

Jenny and Aaron's designs have graced the pages of magazines such as Country Living, Country Home, Woman's Day Decorating Ideas, Design New Jersey, Romantic Homes, Somerset Life, Somerset Studio, Where Women Cook, and The New York Times Magazine. Their work has also been featured on NBC's Today Show with Matt Lauer. Over the years, the duo has worked with amazing designers and decorators in and beyond the Tri State area, and have earned a long list of celebrity clients. Now their focus is on licensing their unique designs to select manufacturers of home accessories and stationery items. Almost daily, Jenny and Aaron add to their growing collection of very personal artwork, which draws upon a love for vintage collectibles, old-fashioned bakeries, holiday decorations, vintage wallpapers, fabrics, and ephemera. They have been instructors at many national venues including Silver Bella in Omaha, Nebraska, Art Opera in Red Bank, New Jersey, Art Is...You

in Connecticut, and Artistic Affaire in California. You can see what the two artists are up to on their blog, which bears the same name as their company: Everyday is a Holiday.

Web: <http://everydayisaholiday.bigcartel.com>

Blog: <http://everyday-is-a-holiday.blogspot.com>



### KAARI MENG AND WENDY ADDISON

Kaari Meng has been designing vintage glass jewelry for more than 20 years. After moving to New York City in 1988, Kaari began exhibiting at trade shows and designing for specialty shops, including Anthropologie. Armed with experience in all facets of jewelry manufacturing, she began teaching jewelry making out of her shop, French General. In 2003, French General moved to Los Angeles, where it continues to offer workshops and creative kits to people who enjoy working with vintage materials.

Kaari is the author of several books, including French-Inspired Jewelry: Creating with Vintage Beads, Buttons & Baubles (Lark/Sterling, 2007) and Treasured Notions (Chronicle Books, 2010).

Web: [www.frenchgeneral.com](http://www.frenchgeneral.com)



Wendy Addison was born in Missouri and raised by artist parents. She studied fine art at an early age. In 1993, she opened her studio in an old garage and began creating what she called "objects for an imaginary life." Made from old sheet music, tarnished tinsel, vintage crepe paper, Victorian scrap, and other flea market treasures, Addison's work evoked some lost sense of magic from times past. Her signature look quickly evolved and found its way to fine stores across the country, such as Bergdorf Goodman and Tiffany. In 1997, Wendy moved to a tiny town north of San Francisco. Her shop "Theatre of Dreams" is open by chance or appointment, and she continues to create new and innovative paper objects. Her designs are licensed to Tinsel Trading Company in NYC and Midwest of Cannon Falls, and are sold in gift stores everywhere.

Web: [www.wendyaddisonstudio.com](http://www.wendyaddisonstudio.com)



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### KATHY CANO-MURILLO

Kathy Cano-Murillo is a writer and artist. Since 1990, she has sold her handmade “Chicano Pop Art” crafts to hundreds of retailers including Bloomingdales, Target, and Hallmark. From 2000-2008, she wrote a weekly syndicated Arizona Republic newspaper

column, and has authored seven books including *Crafty Chica’s Art de la Soul* and *Crafty Chica’s Guide to Artful Sewing*. In 2001, Kathy launched *CraftyChica.com*, a wildly popular web site to inspire women to brighten their lives with clever craft ideas. Her profiles include iTunes, HGTV, DIY Network, MyLifetime.com, The New York Times, USA Today, NPR and she has a *Crafty Chica* product line with *iLoveToCreate*, a Duncan Enterprises Company. When she isn’t creating or teaching, she writes novels. Her “*Crafty Chica Novel*” series include the critically-acclaimed *Waking Up in the Land of Glitter* and *Miss Scarlet’s School of Patternless Sewing* (Grand Central Publishing). Kathy lives in Phoenix, AZ, with her husband, two kids and five Chihuahuas. Her motto for life is “Crafts, drama and glitter!”

Web: [www.CraftyChica.com](http://www.CraftyChica.com)

Facebook: [www.facebook.com/kathycanomurillo](http://www.facebook.com/kathycanomurillo)

Twitter: @craftychica.com



### LAURIE MESEROLL

Laurie Meseroll has lived as an artist her entire life. One of her first paintings, of an angel, was shown publicly in 1963 at the Columbus Museum of Art. She went on to train as a sculptor and an architect but realized that, above all else, she is painter and must follow her bliss. Laurie lived in the “amazingly intense” New York art scene of the

1980s, concentrated on architectural commissions in the 1990s, and entered the folk art world in 2000, finding inspiration in magical and romantic experiences. Laurie chooses the slow road to capture the scenery and enormous depth of feeling she sees in everyday activity. Her folk-outsider-art-ish paintings and portraits flow from the realm of characters and stories into unexplored areas of stillness and reflection.

Web: [www.primitivepaint.com](http://www.primitivepaint.com)



### LESLIE SHEWRING

Leslie Shewring is a Canadian from Vancouver Island currently living in Los Angeles, California. She relocated to the U.S. to earn a degree in Architecture and Interior Design. Immediately after finishing school, Leslie had the opportunity to team up with a manufacturing and distributing company. Collaborating together, Leslie developed, designed,

and handled packaging direction for many products sold in major retailers throughout North America. Although she loved her job, the deadlines, cross-country travel, and long trips to Asia did not fit with her ideal of family life. When Leslie had her first child four years ago, she stepped away. She still consults from time to time, but most of her days are spent with her two little kids, or in her home studio where she paints, collages, styles, and photographs. Leslie shares her creative projects on her blog *A Creative Mint* and she also authors a popular monthly column on the blog *Decor8* called “*Color Me Pretty*.” Recently, Leslie has teamed up with Holly Becker to teach “*Blogging Your Way*,” a popular e-course that has been running twice a year. You may also find Leslie’s colorful work in *Stampington’s Somerset Life*, where she is a columnist.

Blog: <http://acreativemint.typepad.com/>

Email: [acreativemint@me.com](mailto:acreativemint@me.com)



### LISA LEONARD

Lisa Leonard started her hand-crafted jewelry business when her boys were very little so she could have the flexibility to work and spend lots of time with them. Eight years later, she continues to create unique, custom keepsakes that have been featured in several national magazines and are worn by celebrities. Each piece is one-of-a-kind and meant to be treasured.

Web: [www.lisaleonardonline.com](http://www.lisaleonardonline.com)

Twitter: @lisaleonard





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### LISA MCCUE

Lisa McCue is one of today's most sought-after illustrators. In the past 30 years, Lisa has illustrated more than 175 books for children, and has written and illustrated the bestselling Quiet Bunny books. In addition to Quiet Bunny, McCue has created many of today's most recognizable children's book characters,

such as the world of Corduroy, Cork & Fuzz, and Fuzzytails. She has received numerous awards for her work, including many awards for Best Book of the Year, CCBC Choice Books, and the Junior Library Guild Premium Selection. Many of Lisa's books have also been selected by the Society of Illustrators for the Original Art Show, featuring the best art in children's books.

Lisa's artwork appears on many licensed products—including fabrics, greeting cards, gift tins, wrapping paper, clothing, puzzles, home décor, and a number of plush toys fashioned after her popular characters.

Web: <http://www.lisamccueillustrator.com>



### LIZZY HOUSE

Lizzy House is a lover of many things. Among these things are: sea salt, Mountain Valley Sparkling Water, farmers markets, traveling, sleeping, quilting, petting her cat Finn, giving people presents, tweeting, making things out of office supplies, Vince Guaraldi, Powells Books, the Legend of Zelda, ribbon, and cake. Not yet listed, but not to be forgotten, is her extreme love of printmaking, which led her to seek a Bachelor of Fine Arts on the subject.

A well-known textile designer, Lizzy, uses her know how, enthusiasm, and love of sharing to bring you the e-book, *How to Enter the World of Textile Design*, "In hopes that it will help you accomplish all that your heart desires in the quilting industry." Lizzy can usually be found writing lists, sleeping on airplanes, cracking herself up, or planning parties.

Web: <http://lizzyhouse.typepad.com/>  
Twitter: @Lizzyhouse



### MARILYN SCOTT-WATERS

Marilyn Scott-Waters loves making things out of paper. Between 2,000 and 7,000 visitors frequent Marilyn's popular website each day, <http://thetoymaker.com>, downloading more than six million of her easy-to-

make paper toys. Her goal is to help parents and children spend time together making things. Her first self-published book, *The Toymaker: Paper Toys that You Can Make Yourself*, was a bestselling paper toy book on Amazon.com. The book sold out two print runs, and was picked up as a series by Sterling Publishing in 2010. Marilyn is the creator of the paper toy craft book series *The Toymaker's Christmas: Paper Toys You Can Make Yourself* (Sterling, 2010), and *The Toymaker's Workshop: Paper Toys You Can Make Yourself* (Sterling, 2011). She is also the co-creator of the fully illustrated middle-grade nonfiction series, *Haunted Histories*, forthcoming from Christy Ottaviano Books/Henry Holt Books for Young Readers. Ms. Scott-Waters illustrated *The Search for Vile Things* (Scholastic), and created paper engineering for *Pop & Sniff Fruit* (Piggy Toes Press). She was also recently featured on *Career Day* a nationally syndicated program for children produced by Entertainment Studios. She is represented by Jamie Weiss Chilton of the Andrea Brown Literary Agency, <http://andreabrownlit.com>. Marilyn lives in Costa Mesa, California, with her husband and fourteen-year-old son.

Web: [www.thetoymaker.com](http://www.thetoymaker.com)  
Blog: [www.thetoymakersjournal.blogspot.com](http://www.thetoymakersjournal.blogspot.com)  
Email: [msw@scottwatersdesign.com](mailto:msw@scottwatersdesign.com)



### MARY HETTMANSPERGER

Mary Hettmansperger is a fiber and jewelry artist who teaches in the U.S. and internationally—Australia, New Zealand, Ireland, and Singapore. She has taught for Arrowmont, Penland, Bead and Button, Convergence, national and regional fiber conferences, at art and craft schools, and for private guilds. Mary has authored and illustrated three books: *Fabulous Woven Jewelry*, *Mixed Metal Jewelry Workshop*, and *Wrap, Stitch, Fold and Rivet*,

all published by Lark/Sterling. Currently, Mary is working on two



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more books, including a new jewelry book due to be released in Spring of 2012, and an art quilt book that will be released in Fall of 2012—titles coming soon! Her work has been featured in many other books: Jewelry Design Challenge, 500 Baskets, Fiber Arts Design Book 7, the Gourd Book, Creative Scarecrows, Pushing the Envelope, Fabulous Found Object Jewelry, Teapots – Makers and Collectors, Beading with Crystals, and Creative Beading Volume 2. Mary's creative designs have also been mentioned in magazines, including Quilting Arts, Art Jewelry, Bead and Button, Beadwork, Shuttle Spindle & Dye Pot, and Crafts Report. Mary has exhibited her work at SOFA, through the Katie Gingrass Gallery, and she is a frequent contributor to the PBS shows Beads Baubles & Jewels, and Quilting Art.

Web: [www.maryhetts.com](http://www.maryhetts.com)

wanted to grow up and combine beautiful colorful images with her love of words. At the age of 18, Melody began to sell painted works, and in 1997 at the age of 25, she started a worldwide product design and publishing business called Chatterbox. Through Chatterbox, she authored and published 15 books, manufactured and sold thousands of products that have become collectors items, and won countless awards for product innovation. Melody's art, products, and books have been featured on television programs and in countless magazines. In 2009, Melody stepped away from Chatterbox to start Brave Girls Club, a worldwide organization that combines art with life skills to help women create the lives they want to live. Melody now licenses several product lines in arts and crafts, books, and home decor—including an extensive gift line with Demdaco and a new fabric line with Blend.

Web: <http://bravegirlsclub.com/>  
Facebook: [www.facebook.com/BraveGirlsClub](http://www.facebook.com/BraveGirlsClub)



### MATTHEW MEAD

Matthew Mead is a noted style expert, lifestyle editor, writer, author, and photographer. The former style editor of Country Home magazine, Matthew recently launched his own magazine. Serving as the founder and Editor-in-Chief of the new quarterly publication Holiday with Matthew Mead (visit

the website at [www.holidaywithmatthewmead.com](http://www.holidaywithmatthewmead.com)), Matthew brings with him a vast and varied experience in the magazine and publishing industry. Currently the official food photographer for the Associated Press, Matthew is a regular contributor to HGTV.com and Better Homes and Gardens publications and, as co-editor, led the creative direction of the 2010 issue of Flea Market Style magazine. Matthew has also written several books and produced countless magazine spreads and ad campaigns for noted companies such as Pottery Barn, Dove Chocolate, Target, and Stonewall Kitchen

Web: [www.matthewmeadstyle.com](http://www.matthewmeadstyle.com)



### PATTY YOUNG

Patty Young grew up in San Jose, Costa Rica, in an environment where she was encouraged to express her creativity freely. Both of her parents dabbled in the arts so it was only natural that she would inherit their creative genes. They moved to the United States in 1987 and Patty attended The University of Central Florida from 1989 to 1993 where she received her Bachelor of Fine Arts degree in Graphic Design

and Photography. Currently, Patty is the co-owner and designer of MODKID, LLC, which specializes in boutique sewing patterns for children's and women's clothing as well as purses and home accessories. Also, Patty is a licensed textiles designer for New York-based, Michael Miller Fabrics and is currently designing her seventh fabric collection for them. Patty's first book, Sewing MODKID Style, for Wiley Publishing, will be available for pre-order this Fall and in newsstands Spring of 2012.

Web: <http://www.modkidboutique.com>  
Blog: <http://www.modkidboutique.blogspot.com>



### MELODY ROSS

VIP Breakfast Panel – Women Entrepreneurs  
Panelist-Creating an Event

Melody is a fourth-generation Idaho girl and has been an artist from the time she could hold a crayon in her hand, knowing from the age of five that she



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### PRINCESS LASERTRON

Princess Lasertron, also known as Megan Hunt, is a bridal designer, blogger, and best friend. Her trademark combination of handcrafted design and business prowess with a dash of magic has earned her cult celebrity status in the wedding industry. Since 2005, Princess Lasertron has grown to a three-person company that serves over 250 brides each year. Their line has

expanded from simple hairpieces and brooches to gowns, bouquets, and DIY craft kits. The Princess Lasertron brand has reached hundreds of thousands of brides through magazines, television, and online media. Princess Lasertron lives in Omaha where she devotes much of her time to supporting local entrepreneurs and creatives through her coworking space, CAMP. She works through the night making floral accessories for brides, designing dresses for fabulous people, and sharing inspiration with her customers through her website. What she loves most about her job is meeting and collaborating with passionate dreamers, speaking in front of great big crowds, and being able to take her daughter, Alice, to work every day.

Web: [www.princesslasertron.com](http://www.princesslasertron.com)

Twitter: @lasertron



### REBEKAH TEAL

Rebekah Teal has been an attorney for over 20 years. She has worked primarily in business, juvenile, and criminal law. In criminal court, Rebekah was appointed as an Assistant District Attorney, prosecuting felonies. Later she served as a Juvenile Court Judge, deciding abuse, neglect, and criminal cases. Today, in addition to general practice matters, she serves as Special

Counsel to an Atlanta-based asset management firm focused on making investments in clean technology, energy, and natural resources. In 1993 Rebekah became a pioneer in the private probation industry when she co-founded and grew one of the first private probation companies in the U.S. Although she enjoyed being an entrepreneur, Rebekah ultimately sold her interest in the company, which continues to operate as one of the most successful companies of its kind in the state. Rebekah enjoys the

non-profit world and has served on numerous non-profit boards, most dealing with child advocacy issues. She was honored to head the state-mandated Domestic Violence Task Force. She also served as chairperson of the Child Fatality Review Board. In addition to her law degree, Rebekah holds a Master's of Theological Studies. Ten years ago, Rebekah became a mom. Much to her surprise and delight, motherhood has been her most fulfilling role. She is proud to say that she spoils her ten-year-old daughter rotten. In her free time, Rebekah enjoys hiking, cooking, gardening, running, and visiting her mountain farm. One day she hopes to have a big green tractor.

Rebekah pursues her creative dreams through writing. She pens the column "Here's The Thing" for the highly acclaimed publication, MaryJanesFarm magazine. Rebekah blogs at [www.maryjanesfarm.com](http://www.maryjanesfarm.com), where she is known as The City Farmgirl. She also enjoys keeping a personal blog, "Catching Pearls," ([www.rebekahteal.com](http://www.rebekahteal.com)) where nothing too serious or momentous is ever discussed.

Rebekah loves to do workshops and is excited to bring her program Law-Maze™: How to Birth a Business to the 2011 Creative Connection Event.

Web: [www.rebekahteal.com](http://www.rebekahteal.com)

Email: [lawmaze@gmail.com](mailto:lawmaze@gmail.com)



### STACY JULIAN AND WENDY SMEDLEY

Stacy Julian is a recognized leader in the scrapbooking industry and the visionary founder of Big Picture Classes (BPC). Launched in November 2005, BPC is the first online community offering creative e-learning with members

around the world. Stacy is a passionate sought-after speaker and the author of four books including her most recent, Photo Freedom. Her television appearances include the Discovery Channel's Home Matters and the PBS series Scrapbook Memories. Simple Scrapbooks Magazine (2002-2008), where Julian was the founding editor, has been mentioned in The Chicago Tribune and Woman's Day as a leading consumer publication for the scrapbooking industry. Stacy has been a certified professional teacher with the Craft and Hobby Association since 1997 and lives with her husband Geoff, five energetic children, and a tank of somewhat neglected goldfish in Washington state.

Blog: [www.stacyjulian.com/blog/](http://www.stacyjulian.com/blog/)

Facebook: [www.facebook.com/stacy.hall.julian](http://www.facebook.com/stacy.hall.julian)

Twitter: [www.twitter.com/#!/stacyjulian](http://www.twitter.com/#!/stacyjulian)





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As a creative pioneer in the scrapbooking industry, Wendy Smedley is a well-known expert of new scrapbooking products, industry developments, and creative innovations. She was creative editor with Simple Scrapbooks magazine for over six years, managing the product-focused section of the magazine and representing Simple on the popular Scrapbook Memories television program, seen on local PBS stations. She has authored three books

on scrapbooking, including her latest geared toward beginners, *Start Scrapbooking*, released in September of 2010. Currently she works with Big Picture Classes as their outreach director, and with Ella Publishing as Deputy Editor. She resides with her husband Kent and five sons in Centerville, Utah, where she spends her free time scrapbooking, crafting, reading, and gardening.

Blog: [www.wendysmedley.typepad.com](http://www.wendysmedley.typepad.com)

Web: [www.bigpictureclasses.com](http://www.bigpictureclasses.com)

Profile: [www.ellapublishing.com](http://www.ellapublishing.com)



### TIFFANY THREADGOULD

Tiffany Threadgould is a design junkie who gives scrap materials a second life. She's the founder of RePlayGround, where you can find oodles of do-it-yourself projects, ReMake It recycling kits, and more information about

her book *ReMake It!* She's also the head of design at TerraCycle. Tiffany's recycled crafts have been featured in *The New York Times*, *Everyday with Rachael Ray*, and *Time Out New York*. She has appeared on CNN and on the National Geographic four-part special, *Garbage Moguls*. Tiffany thinks that garbage has feelings too and sometimes can be found talking to her pile of junk at her design studio in Brooklyn, New York.

Web: <http://replayground.com> & <http://terracycle.net>

Blog: <http://replayground.blogspot.com>



### TRACI BAUTISTA

After a successful career climbing the corporate ladder in Silicon Valley, marketing high-tech start ups and brands like IBM and Animal Planet, Traci left the corporate world to pursue her passion for art. The year 2011 marks the 10-year anniversary of launching

her creative business endeavor treic designs. Prior to becoming a full-time artist, she worked as a graphic designer, event planner, marketing director, professional cheerleader, elementary art teacher, fashion designer, and web designer—to name just a few positions. Experiences that she gained through these positions, coupled with her innate drive to explore and create without boundaries, are what contribute to her success as a mixed media artist. Her passion for sharing art has led her on a worldwide tour, teaching mixed media workshops in handmade books, art journaling, collage, art marketing, and surface design. Traci is the author of the bestselling book, *Collage Unleashed*, and is currently working on her next book which will be released January 2012. Her art has been featured in over 15 art/mixed media books and 40 craft magazines, including *Somerset Studio*, *Altered Couture*, *cloth.paper.scissors*, *Art Journaling*, *Art Quilting Studio*, *Belle Armoire*, and *Craft*. Her column "Creativity Unleashed" was featured in *Somerset Studio Magazine*. She has been a regular guest on *DIY/HGTV Craft Lab*. Her creative business includes designing licensed product lines, *Collage Pauge* adhesive, and {kollAJ} paper crafts. She has developed business partnerships with numerous craft manufacturers, and has built her online presence solely on her own, designing every aspect of her brand and marketing strategy.

Web: [www.treicdesigns.com](http://www.treicdesigns.com)

Blog: [www.kollaj.typepad.com](http://www.kollaj.typepad.com)

Email: [traci@treicdesigns.com](mailto:traci@treicdesigns.com)

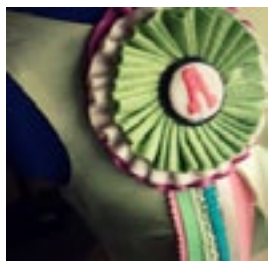


# THE CREATIVE CONNECTION

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## CLASSES | TCC Handmade

### ALICE'S MARVELOUS MONOGRAMMED PRIZE RIBBON



**FRIDAY, SEPT. 16, 2011**

TEACHER: **Princess Lasertron**

TIME: 8:00 am - 11:00 am

REG. CODE: FAM

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Princess Lasertron**

TIME: 11:00 am - 2:00 pm

REG. CODE: SAM

Congratulations, you're #1! You've won the contest! You're the best around! As a bridal designer, I use my bouquets and accessories to express brides' unique styles and make them feel beautiful, but I don't think it has to be your "Big Day" for you to feel pretty and special. In this class we will teach you to make a customized prize ribbon. You'll learn some of our signature techniques including hand-ruffling fabric, covering buttons, and basic embroidery. Each kit will also include vintage trims and fabrics from my personal collection to customize your prize ribbon. Once you learn the process, you'll be able to re-create these ribbons with any of your favorite materials at home! These ribbons are great for birthday parties, bridal showers, party favors—or just pin it to your bag to show that you are the best at being you.

**Students should bring to class:** Basic creative tool kit, embroidery needle. Optional: Hot glue gun, decorative scissors, embroidery thread, your favorite decorative trims and embellishments.



### ARTJOURNALING DAILY

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Traci Bautista**

TIME: 2:30 pm - 5:30 pm

REG. CODE: SPM

Based on my popular blog series about art journaling, this creative PLAY workshop is filled with painting,

doodling, collage and freestyle lettering jumpstarts. We'll play with different found objects and materials to make marks and I'll show you how to build layers on visual journal pages in my graffiti style. You'll learn about creating prints from handmade stamps and layering techniques for your mixed media creations. The last hour I'll talk about how to create a blog series from idea

creation to content generation and share techniques for creating engaging blog posts. In this workshop you get a little mix of art and business ideas. Check out my artJOURNALING daily blog series!

#### Students should bring to class:

- 20 sheets misc. papers up to 12"x18" (examples: heavy drawing paper, copy paper, newsprint, black/white Xerox copies, watercolor, graph paper, envelopes, maps, USPS/Fedex tyvec envelopes, manila folders, magazine pictures, black paper, cardboard, ledger paper, painted papers, newspaper... things you have collected. Try not to buy any new paper)
- two 1" foam brushes
- plastic paint scraper {old hotel key}
- adhesive - glue stick, Scotch brand OR Tombow roller double sided adhesive
- water container
- painting smock
- Scissors

**Additional materials fee:** \$40.00

#### Materials/kit fee payable to the instructor includes:

- artJOURNALING daily collage kit - this is a paper kit with creative inserts, tabs, stickers and collage sheets for your journal.
- acrylic or watercolor paint
- Tulip fashion graffiti/fabric sprays
- Tulip Slick dimensional paint
- Printing plate
- Mark making tool kit
- Paper towels
- Collage Pauge
- India ink
- Gesso
- misc. paint brushes
- Sharpie markers/Sakura gel pens/Prismacolor pencils
- colored masking tape
- duct tape sheets
- Freezer paper
- bookbinding tools - needles/waxed polyester/binder clips/awl
- metal rulers
- pens/markers/crayons/oil pastels
- Stamps/stencils



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## CLASSES | TCC Handmade



### BIBELOT CHARME WORKSHOP

**FRIDAY, SEPT. 16, 2011**

TEACHER: **Kaari Meng and  
Wendy Addison**

TIME: 8:00 am - 11:00 am

REG. CODE: FAM

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Kaari Meng and  
Wendy Addison**

TIME: 11:00 am - 2:00 pm

REG. CODE: SAM

Join Wendy Addison and Kaari Meng, two designers who have been at the forefront of the craft world for years, as they open their archives of old notions, beads, ribbon, glitter, and tinsel and co-teach a fantastical jewelry box and jewelry workshop. Wendy will lead the first half of the workshop with an embellished mache egg box covered in old glass glitter, antique metallic ribbon, and waxed vintage millinery flowers. Kaari will present her vintage glass jewelry kits and teach how to make a wonderful charm bracelet and a pair of special earrings. Basic jewelry techniques include jump ring work, wire looping, and charm making. All materials and tools are provided to make jewelry. Both projects have been developed exclusively for The Creative Connection 2011.

**Students should bring to class:** Hot glue gun and glue sticks, scissors, and exact-o cutter

**Additional materials fee:** \$40.00



### BOITE DE BIJOUX WORKSHOP

**FRIDAY, SEPT. 16, 2011**

TEACHER: **Kaari Meng and  
Wendy Addison**

TIME: 2:30 pm - 5:30 pm

REG. CODE: FPM

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Kaari Meng and  
Wendy Addison**

TIME: 2:30 pm - 5:30 pm

REG. CODE: SPM

Join Wendy Addison and Kaari Meng, two designers who have been at the forefront of the craft world for years, as they open their archives of old notions, beads, ribbon, glitter, and tinsel and co-teach a treasured keepsake box and jewelry workshop. Wendy will lead the first half of the workshop with an embellished keepsake box with a glass shadowbox lid, displaying a vignette of vintage beauties. Kit will include box form, antique wallpaper, Dresden ornaments, antique bouillion tinsel, vintage flowers and leaves, message banners, vintage images, and glass dome. Students are encouraged to bring with them any keepsake items, including tiny pictures and tokens, to embed in their shadowbox lid. Kaari will present her vintage glass jewelry kits and teach how to make a beautiful necklace and pair of special earrings. Basic jewelry techniques include jump ring work, wire looping, and charm making. All materials and tools are provided to make jewelry. Both projects have been developed exclusively for The Creative Connection 2011.

**Students should bring to class:** Hot glue gun and glue sticks, scissors, and exact-o cutter

**Additional materials fee:** \$40.00





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### BRAVE GIRL SOULBOOK

**FRIDAY, SEPT. 16, 2011**

TEACHER: **Melody Ross**

TIME: 2:30 pm - 5:30 pm

REG. CODE: FPM

"This is a book to look at on days that you forget who you truly are, what you want out of life, and what you are about. This will be a very fun and personal art journal that will be a sort

of guidebook for your soul...to use when you are feeling lost...ya know? All of the words will be provided...and we will just be cutting and pasting (in the literal sense..with scissors and glue) what speaks to us each as individuals...you just need to bring some cut cardboard, some gaffer tape..and then a whole bunch of stuff to collage on....we will have some fun things for you too, but most of it, you will bring yourself so that it is uniquely yours ...



### CAGE CONTENDER- WHIMSICALLY EDGY PENDANT

**FRIDAY, SEPT. 16, 2011**

TEACHER: **Brenda Schweder**

TIME: 8:00 am - 11:00 am

REG. CODE: FAM

Pair your favorite found objects with steel wire for a whimsically edgy pendant, ring, or both-in-one! Cage Contender teaches you how to capture any object—drilled or un-drilled, found or unfound—inside an intriguing and fun wire bezel. This transferable technique will work for any number of item sizes and shapes, and with all wire types. Neck ring design and creation is covered along with steel wire manipulation, forging, and finishing!



### BUTTON-TUFTED FAMILY TREE

**FRIDAY, SEPT. 16, 2011**

TEACHER: **Stacy Julian and  
Wendy Smedley**

TIME: 8:00 am - 11:00 am

REG. CODE: FAM

**SATURDAY, SEPT. 17, 2011**

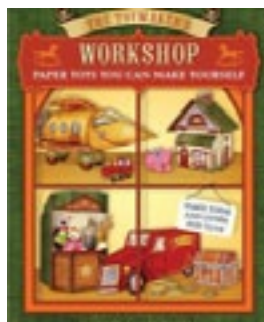
TEACHER: **Stacy Julian and  
Wendy Smedley**

TIME: 11:00 am - 2:00 pm

REG. CODE: SAM

Memory crafting is something Big Picture teachers Stacy and Wendy are experts at conceptualizing, with their combined experience of 20+ years in the scrapbooking industry. Spend time in this workshop creating a memory display piece that represents your personal heritage. You will make a button-tufted family tree that will be housed in a hollow frame, made from up-cycled wood. Learn the basics of upholstery tufting, wood staining, and paper crafting. You'll also make the foundation of a mini-album that will be displayed with your piece to tell your favorite family stories. We can't wait for you to join us in creating an heirloom piece that you will proudly display in your home for years to come!

### CHILDREN'S BOOKS 101-BECOMING A PUBLISHED AUTHOR



**FRIDAY, SEPT. 16, 2011**

TEACHER: **Marilyn Scott-Waters**

TIME: 8:00 am - 11:00 am

REG. CODE: FAM

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Marilyn Scott-Waters**

TIME: 11:00 am - 2:00 pm

REG. CODE: SAM

Do you want to be a published author? Have you ever thought about writing a

children's book? There are many ways to achieve that goal. Author and illustrator Marilyn Scott-Waters will explore the rapidly changing world of book publishing, including print-on-demand, self publishing, agents, ebooks, as well as traditional publishing for children. She offers tips on brand building, sheds some light on the entire process of getting published, offers sample query letters, and even gives examples of what not to do! Students are given printed material with resources, tips, and advice.



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### COUNT YOUR BLESSINGS NECKLACE

**FRIDAY, SEPT. 16, 2011**

TEACHER: **Debbie Murray and Shea Fragoso**

TIME: 2:30 pm - 5:30 pm

REG. CODE: FPM

Whether you are a novice solderer, or a pro, you will love this collaged pendant. Under the sparkle of a 1 1/2" piece of beveled glass, we will

collage with paper and lace, then add a brass crown and hand-stamped personal sentiment. With a simple soldered edge, and finished with a band of crystal chain, your centerpiece will be strung on large crystal rosary chain and embellished with handmade beaded flowers. This is truly an heirloom piece!

**Students should bring to class:** Basic jewelry kit, including: wire cutters, round nose, and needle nose pliers. If you have your own soldering equipment, feel free to bring it along. We will have several soldering stations set up for students to use.

**Additional materials fee:** \$18.00



### CRAFTY CHICA JEWELRY: MUY MEXICANA FAUX-GLASS PENDANTS AND SCULPTED LEATHER RINGS

**FRIDAY, SEPT. 16, 2011**

TEACHER: **Kathy Cano-Murillo**

TIME: 2:30 pm - 5:30 pm

REG. CODE: FPM

Kathy Cano-Murillo, The Crafty Chica, will show you how to create two types of her original bold jewelry pieces. First you'll create an artful affirmation pendant and pin. You'll learn to create the look of cut and fired glass using - melted plastic, photographs and resin. These pins are stunning because of their brilliant colors, uplifting imagery featuring Kathy's

chicafied illustrations and heavy shine. Kathy will also show students how to make one large sculpted leather ring that is embellished with paint, gems pictures and buttons.

**Students should bring to class:** Heat gun

**Additional materials fee:** \$15.00



### CREATIVE WRITING FOR BEGINNERS

**FRIDAY, SEPT. 16, 2011**

TEACHER: **Colleen Houck**

TIME: 2:30 pm - 5:30 pm

REG. CODE: FPM

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Colleen Houck**

TIME: 2:30 pm - 5:30 pm

REG. CODE: SPM

Do you love reading? Have you ever set a New Year's resolution to write a book? This is your chance to get started. Find the story you never knew you always wanted to tell as you learn about archetypes, plots, descriptive writing, and the hero's journey. Bring your pad of paper and a pencil for some hands-on practice, and prepare to be dazzled by just how creative you can be.



### DISCOVERING Y.O.U.-MARKETING YOUR CREATIVE BUSINESS

**FRIDAY, SEPT. 16, 2011**

TEACHER: **Traci Bautista**

TIME: 8:00 am - 11:00 am

REG. CODE: FAM

You are a creative soul, with the passion to make your artful dreams a reality. This workshop is a mixture of creative play, writing, exploring, and discussion. I will reveal clever ways to visually brainstorm your business ideas and market your ART. This workshop will get you thinking about DISCOVERING YOU...combining your talents and passions to help you find unique ways to pursue creative business opportunities. I will be sharing my ideas and experiences, and let you peek inside my business



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**DREAM BIG INSPIRATION** book. It's a collection of lists, goals, IDEAS, drawings, collected images, and creative dreams from the past 15 years. These pages have been my guiding force in planning and strategizing my business. My **DREAM BIG INSPIRATION** book has been my creative marketing roadmap to a successful art career. If you are ready to take your business to the next level, dream BIG, and creatively market YOUR art...join me on this exciting journey! Also, don't forget to check out discovering Y.O.U. part two: making a living as an artist. Here's an overview of the workshop topics:

- Discovering Y.O.U. - fun and creative exercises to help you brand yourself, write a unique artist/mission statement, and express your goals and creative dreams on paper
- **DREAM BIG Inspiration Collage** - this exercise involves collecting and putting together a work-in-progress inspiration collage, inspirational 10-minute collage exercises, and creative ways to keep your inspiration files
- Digging deep - researching your market, finding opportunities, developing product ideas, working with manufacturers, developing creative partnerships, leveraging your art
- The **CREATIVE YOU** package - designing and brainstorming your logo, business cards, stationery, press kits, portfolios, and promotional materials
- **Mélange marketing** - includes strategies for finding niche markets and alternative ways to promote your business, craft/art shows.
- Social media - Creating your online presence, tips on social media, email marketing, creating your story and building relationships through blogging, Facebook and Twitter.

### Students should bring to class:

- a sketch book or journal
- Scissors
- pen/pencil
- adhesive - glue stick or Scotch/Tombow roller double-sided adhesive)
- 2 favorite magazines
- **INSPIRATION** folder - collect images and words from magazines, online, or your photography stash. Tear or photocopy them.

**Additional materials fee:** \$20.00

### **DISCOVERING Y.O.U. workbook and creativity kit includes:**

- a 30+ page workbook with stickers/labels/tags
- collage sheets

- creative worksheets
- plus use of misc. creative art supplies

**DREAM BIG art journal kit:** This is an optional collage kit, it will be available for purchase for \$30.



## **DREAM BIG BUSINESS ART JOURNAL**

**FRIDAY, SEPT. 16, 2011**

TEACHER: **Traci Bautista**

TIME: 2:30 pm - 5:30 pm

REG. CODE: FPM

You will be guided through creative exercises in painting, collage, and doodling during this workshop to

build your "Dream B.I.G." creative business art journal. This inspiration NOTEBOOK will be filled with colorful pages ready for you to brainstorm your dreams, lists, goals, images, and ideas to promote YOU. It's never too late to DREAM BIG. This workshop is designed to go hand-in-hand with my **DISCOVERING Y.O.U.** art marketing class but you may also take the class independently if you'd like to learn how to create an art journal. \$40 materials/kit fee, payable to the instructor, includes:

- **DREAM BIG art journal kit** - this is a paper/fabric kit with creative inserts, tabs, stickers and collage sheets for your journal.
- Acrylic or watercolor paint
- Tulip fashion graffiti/fabric sprays
- Tulip Slick dimensional paint
- Printing plate
- Mark making tool kit
- Paper towels
- Collage Pauge
- India ink
- Gesso
- Miscellaneous paint brushes
- Sharpie markers/Sakura gel pens/Prismacolor pencils
- Colored masking tape
- Freezer paper
- Bookbinding tools - needles/waxed polyester/binder clips/awl
- Metal rulers
- Pens/markers/crayons/oil pastels
- Stamps/stencils





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### Students should bring to class:

- 20 sheets miscellaneous papers up to 12"x18" (examples: heavy drawing paper, copy paper, newsprint, black/white Xerox copies, watercolor, graph paper, envelopes, maps, USPS/Fedex tyvec envelopes, manila folders, magazine pictures, black paper, cardboard, ledger paper, painted papers, newspaper... things you have collected. Try not to buy any new paper.)
- Two 1" foam brushes
- Plastic paint scraper (old hotel key)
- Fine tip black permanent pen (any brand—Faber Castell, Sharpie, Copic or Pigma)
- Soft rubber brayer adhesive - glue stick, Scotch brand OR Tombow roller double sided adhesive)
- Water container
- Painting smock
- Scissors
- A collection of you...fabric remnants, photos, beads, color card swatches. Bring a few items that will fit in a quart size ziploc bag.

**Additional materials fee:** \$40



### FRENCH WINDOW PILLOW COVER

**FRIDAY, SEPT. 16, 2011**

TEACHER: **Patty Young**  
TIME: 2:30 pm - 5:30 pm  
REG. CODE: FPM

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Patty Young**  
TIME: 2:30 pm - 5:30 pm  
REG. CODE: SPM

Let me show you how to create a modern take on a classic patchwork pillow. This pillow received the most oooh's and ahhh's of all when I showed it at Quilt Market last Fall, featuring a cheerful patchwork of my spa-inspired "Sanctuary" collection designed for Michael Miller Fabrics. My French Window pillow cover features 9 colorful charm squares sashed in white, and backed with an envelope-style backing for easy care. We will even create and add some lovely contrast piping along the edges for extra pizzazz and a more professional finish. Each student will complete the pillow cover as pictured (finished size 18" x 18") using Patty Young's "Sanctuary" fabrics. Basic sewing knowledge is recommended. A kit will be provided at the start of the class that includes:

- French Window printed tutorial
- Enough fabric to complete the pillow cover exactly as pictured. Fabric will be from the Sanctuary collection by Patty Young for Michael Miller Fabrics.
- Piping cord
- MODKID seam insert
- Sewing thread
- All items will be beautifully packaged in a MODKID signature bag
- NOTE: the pillow insert will NOT be provided, but you can bring your own or take the pillow cover home flat.

**Students should bring to class:** A basic sewing kit including scissors, rotary cutter, self-healing mat, ruler, sewing pins. Some sewing machines will be provided but feel free to bring your own if you prefer... the more the merrier! Optional: you may bring your own 18" pillow insert if you desire but for those traveling from afar, this pillow cover will fit any standard 18" square pillow you have at home. Additional materials will be provided at class

**Additional materials fee:** \$15.00



### FUN WITH SCREEN PRINTING

**FRIDAY, SEPT. 16, 2011**

TEACHER: **Celina Mancurti**  
TIME: 8:00 am - 11:00 am  
REG. CODE: FAM

**FRIDAY, SEPT. 16, 2011**

TEACHER: **Celina Mancurti**  
TIME: 2:30 pm - 5:30 pm  
REG. CODE: FPM

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Celina Mancurti**  
TIME: 11:00 am - 2:00 pm  
REG. CODE: SAM

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Celina Mancurti**  
TIME: 2:30 pm - 5:30 pm  
REG. CODE: SPM

This is a special opportunity for crafters of all levels to get hands-on experience learning silk-screen printing without special or expensive equipment. On muslin fabric, you will explore Celina's assortment screens, colors, and techniques for printing. While



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Celina shares tips for successful screen printing, you will print four linen placemats or napkins stitched with tiny pockets to hold handwritten messages. Vintage and rescued buttons, sewed on by hand, will provide the final details to your project. You will leave the class with a finished project, plus many pieces of printed muslin (perfect for small projects) that you will make during the class. All printing and sewing supplies, and blank recycled paper note cards, will be provided. This class is limited to 15 people.

### Students should bring to class:

- Flat and smooth wood board to use as a printing table (around 20" wide)
- Muslin or any solid cotton fabric (light color) to printing-test
- An apron or similar garment to protect clothing to ready yourself to have fun!

**Additional materials fee:** \$15.00



### HALLOWEEN PAPER WREATH

**FRIDAY, SEPT. 16, 2011**

TEACHER: **Matthew Mead**

TIME: 8:00 am - 10:00 am

REG. CODE: FAM

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Matthew Mead**

TIME: 11:00 am - 1:00 pm

REG. CODE: SAM

Students will learn a simple paper craft project, making dimensional circles to attach to a wreath form. Wreath finish size will be 6-7 inches. Students can purchase a kit with all the supplies: wreath form, ribbon, paper, embellishments and common pins for \$15.00 Each student will receive a copy of Autumn with Matthew Mead and chances to win one of four special prizes.



### HOME IS HERE TEXTILE BANNER

**FRIDAY, SEPT. 16, 2011**

TEACHER: **Charlotte Lyons**

TIME: 2:30 pm - 5:30 pm

REG. CODE: FPM

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Charlotte Lyons**

TIME: 2:30 pm - 5:30 pm

REG. CODE: SPM

From an inspired jumble of textiles, papers, bits and trims, we'll build personal art quilts that celebrate our love of home (and birds). One stitch is all you need, though I will also teach a few fancier stitches to incorporate into the project. All skill levels are welcome, and if sewing is sooooo not your thing, I have a nice work-around to share with you too, but this is a very good time to learn a simple stitch or two. Please bring a few materials that you would like to work into the piece such as vintage linens, lace, doilies, felts, buttons, trims, trinkets.

**Students should bring to class:** Pins, sewing needles and threads (including white embroidery floss), and scissors. Each student will receive a kit including patterns, foundation linen, vintage add-ons, and fabrics.

**Additional materials fee:** \$10.00

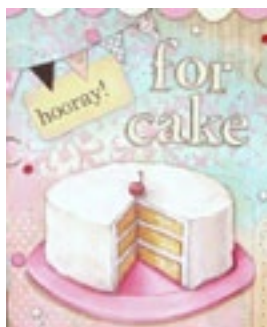


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## CLASSES | TCC Handmade

### HOORAY FOR CAKE



**FRIDAY, SEPT. 16, 2011**

TEACHER: **Jenny Heid and Aaron Nieradka**

TIME: 8:00 am - 11:00 am  
REGISTRATION CODE: FAM

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Jenny Heid and Aaron Nieradka**

TIME: 11:00 am - 2:00 pm  
REGISTRATION CODE: SAM

We've been using cake as a major focal point in our art for over a decade. We love cakes because they're usually synonymous with celebration. In this class we're going to celebrate cake and art. We'll provide lots of our original artwork as a starting point for your own work of cake art. No previous experience is necessary, though we'll have tons of mediums at your disposal. When you think cake, you think recipe. In this course we want to help you find your very own recipe for creating art. Since this class lends itself well to personalization, perhaps you'd like to bring a copy of a treasured family recipe to incorporate into your piece, or a copy of an old photo from a childhood birthday party. We'll have lots of original cake paintings on hand for you to use. You'll be drawing, painting, cutting and pasting, collaging, blending, shading, speckling, doodling, color washing, etc. It's your job to bring a celebratory spirit! In the end, you'll create a piece of artwork that uses some or all of the techniques taught during the class. Each student will leave with a ready-to-hand canvas showcasing her new artistic recipe!

### I HAVE AN IDEA VINTAGE CANVAS

TEACHER: **Melody Ross**

TIME: 2:30 pm - 5:30 pm

Come join me as we create this fabulous mixed media art piece to celebrate the most often spoken sentence of every creative person..."I have an idea!" Learn innovative and funky texture, background and collage techniques along with fabulous and fun techniques to make the collage your own by personalizing the edges of your deep edged canvas. A class that you will love, and an art piece you will embrace as a creative muse to take home and hang in your creative space or studio! Come join the fun! Click [HERE](#) for more information



### ILLUSTRATED TRAVEL JOURNAL

**FRIDAY, SEPT. 16, 2011**

TEACHER: **Lizzy House**  
TIME: 8:00 am - 11:00 am  
REGISTRATION CODE: FAM

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Lizzy House**  
TIME: 11:00 am - 2:00 pm  
REGISTRATION CODE: SAM

Travel helps to open our eyes to everyday sights and events that are difficult to see in our daily lives. In a specially designed workbook created by Lizzy House, you'll work on illustrative components to create your own travel journal for your next trip. Whether traveling to Europe or walking down a familiar street, learn to keep track of scenes that strike a chord with you. Though this is an illustration class, it's also a travel class that teaches you how to bring a new awareness to recording the adventures in your life. Choose to remember.

#### Students should bring to class:

- Micron pens, Black 01-08
- any other colors and sizes you prefer
- coloring devices (colored pencils, or watercolor)

#### Additional materials will be provided at class

**Additional materials fee:** \$15.00

### ILLUSTRATING CHILDREN'S BOOKS A-Z



**FRIDAY, SEPT. 16, 2011**

TEACHER: **Lisa McCue**  
TIME: 8:00 am - 11:00 am  
REGISTRATION CODE: FAM

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Lisa McCue**  
TIME: 11:00 am - 2:00 pm  
REGISTRATION CODE: SAM

Learn everything there is to know about illustrating children's books! Starting with a manuscript, this course will take you step-by-step through the process of illustrating a book. You will learn how





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to layout the story, select what is important in the story to illustrate, why, and how to tell the story through the illustrations. You will also learn publishing terminology, insider tips on what children love in picture books, common mistakes to avoid, and how to get your work published. For this class, you will need a sketchpad, pencil, and a story—either one that you wrote or a story you like. A classic fairytale is a good choice and easy to find online without illustrations. Please do not bring an illustrated book. Feel free to bring a work-in-progress or your portfolio for tips and critiques!



### INSPIRATION BOARDS

**FRIDAY, SEPT. 16, 2011**

TEACHER: **Leslie Shewring**

TIME: 2:30 pm - 5:30 pm

REGISTRATION CODE: FPM

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Leslie Shewring**

TIME: 2:30 pm - 5:30 pm

REGISTRATION CODE: SPM

Come learn how to keep your creative energy up and your projects organized with the use of inspiration boards and inspiration collections. In an action-packed three hours we will run through countless techniques to keep your visual inspirations together and useable for all of your design and craft projects. Learn different ways to hang your inspiration collections on the wall, fun collage and journaling techniques, as well as a clearer starting point for your creative voice. No matter how you express yourself, be it decorating, scrapbooking, card making, quilting, cooking, or crafting of any kind, organized inspiration boards and collections will help you be more productive and achieve your creative goals. We will finish the class with a portable inspiration board you can take home!

### JEWELRY-MAKING BASICS



**FRIDAY, SEPT. 16, 2011**

TEACHER: **Lisa Leonard**

TIME: 2:30 pm - 5:30 pm

REGISTRATION CODE: FPM

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Lisa Leonard**

TIME: 2:30 pm - 5:30 pm

REGISTRATION CODE: SPM

This is the perfect class for beginning jewelry makers! We'll cover all the basics of beading—including using crimp beads, working with jump rings, and how to wire wrap beads and pendants. You'll leave with a supply list and resources to purchase more beads and supplies at great discounts. Each student will also create their own necklace and earrings to take home! Not a beginner? That's okay, too! We'll have a variety of freshwater pearls, stones, and pendants. Come play and create something beautiful.

Students should bring to class: Chain nose pliers, needle nose pliers, and nippers if you have them. If not, instructor will bring extras. Each student will receive a kit including beads, a pendant, wire, earwires, and crimp beads.

**Additional materials fee:** \$18.00



### LAW-MAZE™

**FRIDAY, SEPT. 16, 2011**

TEACHER: **Rebekah Teal**

TIME: 2:30 pm - 5:30 pm

REGISTRATION CODE: FPM

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Rebekah Teal**

TIME: 2:30 pm - 5:30 pm

REGISTRATION CODE: SPM

Have you been thinking about taking your creative endeavor to the next level? Are you dreaming of starting your own business? Do you have the entrepreneurial bug, but aren't sure what to do next? Rebekah Teal's Law-Maze™ is the workshop for you. Just as Lamaze® classes teach women how to diminish the pain of child birth, the Law-Maze™ class teaches you to ease the pain of birthing your own business. In a fun, relaxed, intimate setting, you'll learn about organizational structures, contracts, branding, strategy, licensing, trademarks, and ethics. You'll also learn about start-ups, funding, and everything in between. This 3-hour workshop will guide you from the spark of your idea through the legal and business mazes. We'll take a real-live creative business idea through the Law-Maze™ process. You will leave the workshop empowered to take your business idea to the next level. Rebekah is tailoring her Law-Maze™ workshop especially for the 2011 Creative Connection Event and would love to hear from you. Please submit your questions, issues, and comments to Rebekah at [lawmaze@gmail.com](mailto:lawmaze@gmail.com). If you have dreams of starting your own business, you won't want to miss this workshop.



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### LOOPED JEWELRY

**FRIDAY, SEPT. 16, 2011**

TEACHER: **Mary Hettmansperger**

TIME: 2:30 pm - 5:30 pm

REGISTRATION CODE: FPM

Using linen, copper, and other wires, students will learn the technique of "looping." There will be many options for shape and design, and students

will work on several small projects that can be used as necklaces, small sculptures, or other jewelry. Driftwood, rocks, found objects, tumbled glass, and recycled items can be used, both as molds and as a unique part of these pieces. Students should bring their own found objects to work with. Students will have the opportunity to start several pieces and use both wire and soft fibers for looping. Although students may not finish in the class time, they will have the material and instructions to complete the work on their own.

**Students should bring to class:** Scissors

**Additional materials fee:** \$30.00



### LOOPY LOOP EARRINGS

**FRIDAY, SEPT. 16, 2011**

TEACHER: **Lisa Leonard**

TIME: 8:00 am - 11:00 am

REGISTRATION CODE: FAM

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Lisa Leonard**

TIME: 11:00 am - 2:00 pm

REGISTRATION CODE: SAM

Add style to any outfit with these fun and easy loopy loop earrings! We'll

cover basic jewelry-making tools and three different ways to create a loopy-style earrings. You'll leave with a resource list to purchase your own supplies in the future. Each student will create three pairs of earrings to take home, choosing from a variety of colorful pearls, stones, and glass. Come play and get inspired!

**Students should bring to class:** Chain nose pliers, needle nose pliers, and nippers if you have them. If not, instructor will bring extras. Each student will receive a kit including beads,

wire, crimps beads, and three sets of earwires and directions.

**Additional materials fee:** \$14.00



### LOVELY LADIES, LAYERS & LINES

**FRIDAY, SEPT. 16, 2011**

TEACHER: **Jenny Heid and Aaron Nieradka**

TIME: 2:30 pm - 5:30 pm

REGISTRATION CODE: FPM

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Jenny Heid and Aaron Nieradka**

TIME: 2:30 pm - 5:30 pm

REGISTRATION CODE: SPM

In this class, we aim to erase many of your artistic fears while giving you the tools and confidence it takes to create a gorgeous multimedia portrait of a stylish retro gal. You'll be tracing, painting, cutting and pasting, collaging, and color washing, etc. We promise that no prior experience in drawing, painting, or collage is necessary. Aside from freeing yourself to create, what's great about this workshop is that you'll leave with a unique piece of portrait art for your home. In the end, you'll create a piece of artwork that uses all of the techniques taught during the class. Each student will leave with a read-to-hang canvas showcasing her new artistic skill set!



### MAKING A LIVING AS AN ARTIST

TEACHER: **Traci Bautista**

TIME: 11:00 am - 2:00 pm

Making a living as an Artist - from teaching, creative partnerships to being published. You have been working hard on your creative business and are setup online. Now

it's time to find alternative ways to make a living doing what you LOVE. I'll share my strategies and secrets on how to build your business and brand through teaching and creative partnerships. Plus, I'll give you an overview of my experiences writing two mixed media craft books and the components to writing a #1 best selling book. Here's an overview of the workshop topics:



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- Teaching - numerous strategies for Spreading the LOVE building your brand through teaching, demos and speaking engagements
- E-course creation - creating and promoting online courses and digital products
- writing a craft/art book - the process from research, initial concept to writing and promoting your book. I'll talk about book tours, events
- creative partnerships - writing articles, working with publishers and product manufacturers. I'll talk about the numerous ways to develop relationships for product sponsorships working with manufacturers, developing creative partnerships,
- creative marketing road map - plans, resources and strategies to encourage you to be successful in your creative endeavors. Ideas for your visual and written plan of action to market your art and build your creative business.

### Students should bring to class:

- A sketch book or journal
- Pen/pencil
- Scissors
- Adhesive - glue stick or Scotch/Tombow roller double sided adhesive)

**Additional materials fee:** \$20.00

### DISCOVERING Y.O.U. workbook and creativity kit:

- a 30+ page workbook with stickers/labels/tags
- collage sheets
- creative worksheets
- plus use of misc. creative art supplies
- DREAM BIG art journal kit - this is an optional collage kit, it will be available for purchase for \$30.



## ONLINE WORKSHOPS 101: HOW TO CREATE AND TEACH IN YOUR OWN CYBER CLASSROOM

**FRIDAY, SEPT. 16, 2011**

TEACHER: **Kathy Cano-Murillo**

TIME: 8:00 am - 11:00 am

REGISTRATION CODE: FAM

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Kathy Cano-Murillo**

TIME: 11:00 am - 2:00 pm

REGISTRATION CODE: SAM

This is a course for art instructors who are ready to take their classes to a bigger platform - the Internet! Sure it's fun to travel and teach, but now there are plenty of options for offering, teaching and making income right from your office or studio. We're talking online workshops. Kathy Cano-Murillo, The Crafty Chica, will walk beginners through the process of brainstorming, planning, pitching and running online courses. Students can sign up, pay, and partake in the lessons from anywhere in the world as long as they have an Internet connection. This class will cover: - How to set up your own private online classroom. - How to come up with a seasonal curriculum that works for you and your fan base. - How to devise lessons plans, videos, run a discussion forum, offer live chats. - How to work with students on an individual basis. - How to promote your classes - Dos and don'ts



## PAPER FUN WITH THE TOYMAKER



**FRIDAY, SEPT. 16, 2011**

TEACHER: **Marilyn Scott-Waters**

TIME: 2:30 pm - 5:30 pm

REGISTRATION CODE: FPM

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Marilyn Scott-Waters**

TIME: 2:30 pm - 5:30 pm

REGISTRATION CODE: SPM

Creator of the award-winning website, [www.thetoymaker.com](http://www.thetoymaker.com), Marilyn Scott-Waters will take simple paper and show how cutting, pasting, and folding create simply delightful toys. Join Marilyn as she teaches you how to make a koi kite, paper butterfly, miniature fairy book, cornucopia, and an accordion folder! She'll demonstrate tips, tricks, and more. Skill level: beginner. Materials





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supplied: paper. Printed instructions and tips will be given to each student. Skill level: beginner. Materials supplied: paper. Printed instructions and tips will be given to each student.

**Students should bring to class:** Scissors and glue stick

**Additional materials will be provided at class**



### PHOTO STYLING: PRODUCING PROFESSIONAL PHOTO SHOOTS THAT SUIT YOUR BRAND

**FRIDAY, SEPT. 16, 2011**

TEACHER: **Becki Crosby**

TIME: 8:00 am - 11:00 am

REGISTRATION CODE: FAM

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Becki Crosby**

TIME: 11:00 am - 2:00 pm

REGISTRATION CODE: SAM

In the photo styling workshop, you will learn how to dominate your competitors with visual advertising and eye-catching photos. In this course you will:

- Determine how to select a photographer that's right for you.
- Discover ways to frame your subjects and products to maximize their natural beauty and appeal.
- Learn how to use angles to achieve captivating and flattering photos.
- Discuss principles of staging and prop usage.
- Learn to direct live models and poses that hit the mark.
- Find how to develop a clear professional looking concept that will propel your brand.
- Take home photo styling look book.
- 

### PHOTOGRAPHY TO BOOST YOUR CREATIVE VOICE (BASIC DIGITAL)



**FRIDAY, SEPT. 16, 2011**

TEACHER: **Diane Cu and  
Todd Porter**

TIME: 2:30 pm - 4:30 pm

REGISTRATION CODE: FPM

The exploding world of digital photography can be overwhelming. Understanding the basic principles will help boost your confidence as a new photographer and encourage you to find your creative voice. Learn essential concepts of lighting, composition, and the basic equipment you will need to achieve the perfect photograph. We'll also be discussing online photo management and some elementary editing.



### PROFESSIONAL IMAGE: DISTINGUISHING YOUR PERSONAL STYLE AS YOUR PROFESSIONAL IDENTITY

**FRIDAY, SEPT. 16, 2011**

TEACHER: **Becki Crosby**

TIME: 2:30 pm - 5:30 pm

REGISTRATION CODE: FPM

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Becki Crosby**

TIME: 2:30 pm - 5:30 pm

REGISTRATION CODE: SPM

In the professional image workshop, you will learn basic theories of personal style and how to apply them towards a distinct, polished persona. In this course you will:

- Discover your personal color typing - makeup, hair color, and wardrobe.
- Identify your body type.
- Categorize style types.
- Master your individual look - current and professional.
- Take home an exclusive style look book.



# THE CREATIVE CONNECTION

WOMEN • PASSION • BUSINESS

## CLASSES | TCC Handmade



### RE-FABBED FABRIC — NECKTIE GADGET CASE AND SCRAP FABRIC CIRCLE PINS

TEACHER: Tiffany Threadgould

Give your trash a makeover with ReMake It! In this class, we'll cover two projects to turn trash back into fashion. The first is turning an outdated necktie

into a fun and fashionable gadget case—a great holder for a cell phone, iPod, or digital camera. The second project is turning fabric scraps into fun circle pins, which are great to wear on their own, or to embellish your favorite skirt or sweater to upcycle your style. Best of all, you'll ReMake these projects all by yourself. The book, ReMake It, is filled with 95 awesome recycled projects from the stuff you usually scrap. The necktie gadget case and circle pins are only the beginning. After you start ReMaking It, you'll never look at trash the same way again! Please bring your own necktie, fabric scraps, large buttons, ruler and fabric scissors. We'll have extras at the workshop, but it would be best to have your own set for yourself.

#### Students should bring to class:

- fabric scissors
- ruler
- large buttons
- old necktie
- scrap fabric

**Additional materials will be provided at class**



### RECORD CYLINDER TREE, ORNAMENT AND CARD HOLDER

FRIDAY, SEPT. 16, 2011

TEACHER: Cathe Holden

TIME: 8:00 am - 11:00 am

REGISTRATION CODE: FAM

SATURDAY, SEPT. 17, 2011

TEACHER: Cathe Holden

TIME: 11:00 am - 2:00 pm

REGISTRATION CODE: SAM

Let's get a jump on the holidays with these beautiful record-sleeve tree displays. Miniature handmade sisal trees will fit into a 100-year-old record cylinder sleeve covered in beautiful typography and graphics and adorned with book page trim and glitter. Also included are wire holders to display collaged cards that we will create along with an embellished cylinder lid-turned-ornament. Materials Included:

- Antique record cylinder with lid--colors and graphics vary
- Florist foam
- Moss (or book paper grass fill may be substituted)
- Wire holders
- Handmade sisal tree, student to fluff and trim to shape
- Blank cards
- Vintage milk bottle lid disk (for ornament)
- Glitter
- Vintage and reproduction paper, trim, bits and bobbles
- Students should bring to class:
- Favorite liquid adhesive (fine point nozzle if possible)
- Favorite paper adhesives such as roller tape, adhesive dots, etc.
- Dry dusting brush for glitter
- Tweezers
- Scissors
- Pen

Optional: Edge and shape punches, pattern edge scissors. Lots of fun materials will be provided to create mini collages, however, please feel free to bring your own photos, ephemera and embellishments--vintage or reproduction.

**Additional materials fee:** \$15.00



# THE CREATIVE CONNECTION

WOMEN • PASSION • BUSINESS

## CLASSES | TCC Handmade



### REPURPOSED PAPER — GIFT BOWS AND PAPER BEADS

**FRIDAY, SEPT. 16, 2011**

TEACHER: **Tiffany Threadgould**

TIME: 2:30 pm - 5:30 pm

REGISTRATION CODE: FPM

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Tiffany Threadgould**

TIME: 2:30 pm - 5:30 pm

REGISTRATION CODE: SPM

Who would've thought that last month's magazine can become this month's latest fashion? This class is all about ReMaking your scrap materials and turning them into something new. We'll start with fun and easy gift bows made from the pages of a magazine, which will dress your gifts in upcycled style. Then we'll make paper beads, which you can turn into earrings, a necklace, and even a fancy wrist cuff. Best of all, you'll ReMake these projects all by yourself. The book, ReMake It, is filled with 95 awesome recycled projects from the stuff you usually scrap. The magazine gift bow and beads are only the beginning of giving your garbage another go. After you start ReMaking It, you'll never look at trash the same way again!

#### Students should bring to class:

- a magazine
- pen or marker
- scissors

#### Additional materials will be provided at class



### REVERSE CANVAS WINTER SCENE WITH PHOTOS

**FRIDAY, SEPT. 16, 2011**

TEACHER: **Cathe Holden**

TIME: 2:30 pm - 5:30 pm

REGISTRATION CODE: FPM

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Cathe Holden**

TIME: 2:30 pm - 5:30 pm

REGISTRATION CODE: SPM

Create a sweet winter scene on the backside of an 8" x 10" wood-frame stretched canvas. With this project we'll use a vintage paint-by-number image reproduced onto fabric, mid-century Kodak slide frames with black & white winter photos, a tiny bottle brush tree, cotton, and mica snow. Add your own tiny photos if you'd like and spell out a special holiday message or family name with customizable pennant bunting. The instructor will supply:

- 8" x 10" canvas
- Vintage Paint-by-Number winter image on cloth
- Vintage Slide frames
- Mini vintage photo images
- Clear acetate
- Vintage ledger paper
- Bleached bottlebrush tree
- Cotton
- Mica dust
- Alphabet Pennant sheet (17 spaces max width for message)
- Baker's twine
- Name label
- Mod Podge
- Students should bring to class:
- Favorite adhesive, fine point nozzle if possible
- Transparent tape
- Glue brush for decopage
- Dry dusting brush for mica
- Tweezers
- Scissors
- Pen





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**Optional:** I will supply tiny winter scene photos, but feel free to bring your favorite photos printed to paper as horizontal images sized to 1" high x 1.5" wide with added margins for gluing--black & white, sepia-tone, or color. You may also bring book pages or other ephemera for canvas sides and scalloped curtain, in addition to edge punches and miniatures for snow scene.

**Additional materials fee:** \$15.00



### REVERSIBLE BUCKET HAT WITH FELT FLOWER

**FRIDAY, SEPT. 16, 2011**

TEACHER: **Betz White**

TIME: 8:00 am - 11:00 am

REGISTRATION CODE: FAM

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Betz White**

TIME: 11:00 am - 2:00 pm

REGISTRATION CODE: SAM

Join Betz White in refashioning a castoff garment into a fun new accessory, the Reversible Bucket Hat, in any size from toddler to adult. Students are required to bring their own materials that suit their style. The \$15 kit fee, payable to the instructor at the time of class, includes a sewing pattern, felt, and interfacing. Knowledge of basic sewing machine operation is required. Sewing machines will be available, but feel free to bring your own.

#### Students should bring to class:

- 1/2 yard Main Fabric (canvas, denim, corduroy, etc.) OR a large garment suitable for repurposing, such as cargo pants, wool skirt, jeans, etc.
- 1/2 yard Lining Fabric (print quilting cotton, shirting, flannel, etc.) OR a large mens dress shirt, pillow case, etc.
- Coordinating thread
- A basic sewing kit including fabric shears, straight pins, tape measure, etc.

**Additional materials will be provided at class**

**Additional materials fee:** \$15

### ROMANCING THE WRISTLET



**FRIDAY, SEPT. 16, 2011**

TEACHER: **Debbie Murray and Shea Fragoso**

TIME: 8:00 am - 11:00 am

REGISTRATION CODE: FAM

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Debbie Murray and Shea Fragoso**

TIME: 11:00 am - 2:00 pm

REGISTRATION CODE: SAM

Join us as we fashion a truly beautiful and decidedly romantic bracelet. Starting with a 1 1/2" brass cuff, we will decoupage gorgeous paper and tulle to the front, and lovely wool felt on the back. We will then layer on the lace flowers, appliques, beaded posies, and assorted bling to create a true showstopper! Everything you need to complete this project will be provided. Feel free to bring extra bits to truly personalize, if you wish.

**Students should bring to class:** Scissors, pencil

**Additional materials fee:** \$18.00



### SIGNATURE BUTTON AND FELT FLOWER HEADBAND

**FRIDAY, SEPT. 16, 2011**

TEACHER: **Princess Lasertron**

TIME: 2:30 pm - 5:30 pm

REGISTRATION CODE: FPM

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Princess Lasertron**

TIME: 2:30 pm - 5:30 pm

REGISTRATION CODE: SPM

Add a little bit of customized pretty to your outfit while showing off your own handiwork!

Every day in our studio, we create custom bouquets, accessories, and dresses to reflect our brides' unique styles, and now I am sharing some of our favorite techniques with you. In this class, you will learn to make a beautifully embellished headband



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with a garland of buttons and hand-embroidered felt flower. Each kit will also include vintage ribbon and buttons from my personal collection to customize your project. Once you learn the process, you'll be able to recreate these headbands with any of your favorite materials at home. These make fabulous presents for friends, family, even bridesmaids!

**Students should bring to class:** Basic creative tool kit, your favorite fabric glue, wire cutter, embroidery needle. Optional: Your favorite colors of embroidery thread, decorative scissors, your own favorite trims, buttons, and embellishments.

### STUDIO ALCHEMY – HANDMADE STUDIO ART



**SATURDAY, SEPT. 17, 2011**  
TEACHER: **Laurie Meseroll**  
TIME: 11:00 am - 2:00 pm  
REGISTRATION CODE: SAM

**SATURDAY, SEPT. 17, 2011**  
TEACHER: **Laurie Meseroll**  
TIME: 2:30 pm - 5:30 pm  
REGISTRATION CODE: SPM

Laurie Meseroll, lifelong artist, will show how handmade materials can

bring an entirely new dimension to your work. You will prepare products from scratch and learn application methods for a variety of handmade materials. Laurie's formulary includes lavender rice paste, blood orange cold finishing wax, cold process brush soap, astral-projection creativity oil artist-care products, essentially-altered acrylics, and so on. Finally, you will use your freshly made materials with some new techniques to create an original piece of studio art! As Pablo Picasso said, "Painting is just another way of keeping a diary." Skill Level: No prior painting experience required but if you are already a pro, you'll learn new tricks!



### SUN & SURF TOTE

**FRIDAY, SEPT. 16, 2011**  
TEACHER: **Patty Young**  
TIME: 8:00 am - 11:00 am  
REGISTRATION CODE: FAM

**SATURDAY, SEPT. 17, 2011**  
TEACHER: **Patty Young**  
TIME: 11:00 am - 2:00 pm  
REGISTRATION CODE: SAM

Come learn how to make one of MODKID's top selling sewing patterns from the designer herself! Our Sun & Surf Tote is perfect for a trip to the beach, swim lessons or a day at the park. It's big enough to hold a couple of towels and has plenty of inside and outside pockets for all of your smaller items. It features a padded strap for comfort and a button & loop closure for easy access. Best of all, it is the perfect size to use as a diaper bag or a market bag, while being stylish and unique! Each student will complete the tote as pictured using Patty Young's "Sanctuary" fabrics. Basic sewing knowledge is recommended.

- A kit will be provided at the start of the class that includes:
- Sun & Surf Tote sewing pattern
- Enough fabric to complete the tote exactly as pictured
- Fabric will be from the Sanctuary collection by Patty Young for Michael Miller Fabrics
- Fusible interfacing, stabilizers and fleece
- Plastic canvas for bottom of tote
- 1 large decorative button
- 2 large snap-on grommets
- Sewing thread
- All items will be beautifully packaged in a MODKID signature bag

#### Students should bring to class:

- A basic sewing kit including: scissors, rotary cutter, self-healing mat, ruler, sewing pins
- Some sewing machines will be provided but feel free to bring your own if you prefer... the more the merrier!

**Additional materials will be provided at class**

**Additional materials fee: \$25**



# THE CREATIVE CONNECTION

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## CLASSES | TCC Handmade



### THE BOOK BAG

**FRIDAY, SEPT. 16, 2011**

TEACHER: **Charlotte Lyons**

TIME: 8:00 am - 11:00 am

REGISTRATION CODE: FAM

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Charlotte Lyons**

TIME: 11:00 am - 2:00 pm

REGISTRATION CODE: SAM

You know those cute vintage books you hang onto because the covers are so great? Let's turn them into clutch handbags! Bring a sturdy, thrifted hard-cover book with a 1-2" wide spine and a few treasures to decorate it with. Your favorite clip-on earring or a big button makes a darling clasp! If you would prefer it as a shoulder bag, I'll show you how to engineer that too. All skill levels are welcome.

Students should bring to class: An old book (described above), a clip-on earring or button, papercrafting tools, gel medium or Mod Podge, 1" foam brush, fine-tipped sharpie pen, tacky glue and scissors.

**Additional materials will be provided at class**

### THE POETIC PAINTER



**FRIDAY, SEPT. 16, 2011**

TEACHER: **Laurie Meseroll**

TIME: 8:00 am - 11:00 am

REGISTRATION CODE: FAM

**FRIDAY, SEPT. 16, 2011**

TEACHER: **Laurie Meseroll**

TIME: 2:30 pm - 5:30 pm

REGISTRATION CODE: FPM

Join renowned folk artist, Laurie Meseroll, as she uses favorite poetry as the departure point to compose lyrical

mixed media paintings. In this class, you will implement a variety of techniques to create stylized, non-traditional folk art figures. Laurie will demonstrate, share tips, and processes for blending different elements to create and focus the poetry of a painting for the soul and the eyes. You will enter this class with simple tools, but leave the class with your own personal, poetic, masterpiece.

As Leonardo da Vinci once said, "Painting is poetry that is seen rather than felt, and poetry is painting that is felt rather than seen." Skill Level: This six-hour course is for artists of all skill levels.

Oil Artists Kit. May be purchased by instructor.

### THE PRESENT WORKSHOP



**FRIDAY, SEPT. 16, 2011**

TEACHER: **Jennifer Tuma-Young and Terry Grahl**

TIME: 8:00 am - 11:00 am

REGISTRATION CODE: FAM

**FRIDAY, SEPT. 16, 2011**

TEACHER: **Jennifer Tuma-Young and Terry Grahl**

TIME: 2:30 pm - 5:30 pm

REGISTRATION CODE: FPM

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Jennifer Tuma-Young and Terry Grahl**

TIME: 11:00 am - 2:00 pm

REGISTRATION CODE: SAM

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Jennifer Tuma-Young and Terry Grahl**

TIME: 2:30 pm - 5:30 pm

REGISTRATION CODE: SPM

This gift of "The Present" is about sharing a piece of yourself & your story with another woman. During this class hosted by the non-profit organization Enchanted Makeovers, each participant will create their own special & unique handmade items and a handwritten letter that will be placed in a polka dot box provided by Enchanted Makeovers. The boxes will be given to a local shelter for women. This workshop is designed to empower both the giver & receiver to tap into the present- the gift we receive every moment of every day. The opportunity to breathe life into our future however we choose.

Students should bring to class: Please bring your own supplies and any extra handmade gifts you wish to place in the box. (dimensions of box: 9L x 6W x 6D)

**Additional materials will be provided at class**





# THE CREATIVE CONNECTION

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## CLASSES | TCC Handmade

### WHEN I SEE YOU – FRAME



**FRIDAY, SEPT. 16, 2011**

TEACHER: **Stacy Julian and Wendy Smedley**

TIME: 2:30 pm - 5:30 pm

REGISTRATION CODE: FPM

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Stacy Julian and Wendy Smedley**

TIME: 2:30 pm - 5:30 pm

REGISTRATION CODE: SPM

Join Wendy Smedley and Stacy Julian from Big Picture Classes in this lively presentation and project class where you will fashion an adorable lunchbox frame and companion mini-book to celebrate someone you love. Together we will paint, distress, cover, and craft a personal keepsake, and as a bonus, we'll expose the power of collaborative community to infuse creative muse with more meaning. Note: Kit contents will allow you to personalize your project for a girl or boy.

**Students should bring to class:** Students need to bring: 1. Printed Pictures • 4x6 horizontals of main person (girl or boy) • 3x3 cover shot of main person 2. Craft knife 3. Small scissors 4. Craft glue

**Additional materials fee:** \$25.00

all the materials you'll need: pattern, felt, trims, and tape measure. Knowledge of basic sewing machine operation is required. Sewing machines will be available, but feel free to bring your own.

Students should bring to class: A basic sewing kit including fabric shears, straight pins, tape measure, needle and thread, etc.

**Additional materials fee:** \$25

### WOVEN COPPER JEWELRY



**FRIDAY, SEPT. 16, 2011**

TEACHER: **Mary Hettmansperger**

TIME: 8:00 am - 11:00 am

REGISTRATION CODE: FAM

Using Copper sheets, then weaving with Birch bark and decorative papers, students will weave flat surfaces wrapped in copper that may be made into a necklace, pin, or earrings. Students will also be able to add embossing, mica, and cold connections to the pieces. These pieces are very unique and individual, and the workshop is fun and fast paced!

**Students should bring to class:** Scissors, pliers, and normal tools

**Additional materials fee:** \$30.00

### WOODLAND SEWING SET



**FRIDAY, SEPT. 16, 2011**

TEACHER: **Betz White**

TIME: 2:30 pm - 5:30 pm

REGISTRATION CODE: FPM

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Betz White**

TIME: 2:30 pm - 5:30 pm

REGISTRATION CODE: SPM

Betz White teaches her adorable felt trio, The Woodland Sewing Set. In this class you'll learn to make a woodsy tree stump pincushion, an owl scissor case, and toadstool tape measure. The \$25 Kit Fee, payable to the instructor at the time of class, includes

### WRANGLER BANGLES



**FRIDAY, SEPT. 16, 2011**

TEACHER: **Brenda Schweder**

TIME: 2:30 pm - 5:30 pm

REGISTRATION CODE: FPM

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Brenda Schweder**

TIME: 2:30 pm - 5:30 pm

REGISTRATION CODE: SPM

Fashion your own set of bangles by shaping, forging, drilling, texturing, twisting, and looping steel wire into edgy urban style. A fun grouping of trinkets, objects, and beads will be given to each attendee, but do bring your own to add and



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## CLASSES | TCC Handmade

make as many Wrangled Bangles as time will allow! Jump ring forming will be covered as well as steel wire forging and finishing. Techniques are adaptable to other wire types!



### WRAPPING AND CRAFTING WITH JAPANESE WASHI TAPES

**FRIDAY, SEPT. 16, 2011**

TEACHER: **Leslie Shewring**

TIME: 8:00 am - 11:00 am

REGISTRATION CODE: FAM

**SATURDAY, SEPT. 17, 2011**

TEACHER: **Leslie Shewring**

TIME: 11:00 am - 2:00 pm

REGISTRATION CODE: SAM

Come learn how to incorporate these enormously popular tapes into your crafting, scrapbooking, and card making projects. We will also make paper “quilts,” stunning book covers, and discuss tons of wrapping ideas—all with tape. You will also learn how to use these tapes to quickly decorate ordinary items for your entertaining needs, along with fresh ideas for collage and journaling. Of course we will have to get busy during our three short hours together and make some fun tape-inspired projects that you can take home! A kit will be provided at the start of the class that includes:

- 3 rolls of Japanese washi tape
- A blank notebook
- An assortment of FABULOUS paper scraps in various sizes
- An assortment of envelopes
- Tags
- Blank card

All items will be beautifully packaged together for you.

**Students should bring to class:** Scissors

**Additional materials will be provided at class**

**Additional materials fee:** \$25.00



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PRESENTING SPONSOR



# STERLING

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Sterling Publishing is one of the world's leading publishers of illustrated, nonfiction and children's books. It is committed to enhancing this status by combining its distinguished heritage with an open mind to incubating new businesses and an all-consuming, entrepreneurial zest. Sterling's most recent evolutions include adding imprints such as The Creative Connection Press and its first fiction imprint, Silver Oak, which expands its 6,000+ title base of ebooks and pbooks, bringing books to life through social events, and creating new ways of storytelling that entertain, enrich, and educate. Sterling Publishing Co., Inc. is a wholly-owned subsidiary of Barnes & Noble, Inc. For more information, visit [SterlingPublishing.com](http://SterlingPublishing.com).





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PARTNERS



# BlogHer

## Handmade

### at The Creative Connection

#### **BLOGHER**

BlogHer is a community and media company created in partnership with women in social media. Lisa Stone, Elisa Camahort Page, and Jory Des Jardins founded BlogHer in 2005 in response to the question, “Where are all the women bloggers?”

Today, BlogHer is the largest community of women who blog: 25+ million unique visitors per month (Nielsen NetRatings). Engaged, influential, and info-savvy, these women come to BlogHer to seek and share advice, opinions, and recommendations. BlogHer’s team works hard to bring you the best and brightest conversations, writers, and speakers – online and in person. That’s what we do best.

#### **We host:**

- BlogHer Conferences, the world’s largest conference for women in social media BlogHer Publishing Network, with 2,500 blogs, ours is one of the largest and highest-quality publishing networks of blogs authored by women
- BlogHer.com, the Web’s leading guide to the hottest news and trends among women in social media, renowned as a community where women speak their minds on every topic from politics to parenting, in an atmosphere of integrity and respect
- BlogHer is run by its three co-founders and a team of 50+ employees via offices in New York and Silicon Valley. We are proud to have venture backing from Venrock, the GE/NBC Universal’s Peacock Equity Fund, and Azure Capital Partners.

#### **BlogHer Handmade:**

BlogHer Handmade, in partnership with the Creative Connection Event, is the newest addition to the BlogHer conference roster, and will extend BlogHer’s reach and influence further into the handmade sector.

This partnership was created to serve two active and eager communities:

Women who have turned their handmade creativity into enviable small businesses and who want to learn more about how to use social media to promote and distribute their work

Women who are blogging about their handmade creativity and building loyal, enthusiastic supporters, and who want to learn more about how to turn their hobby into a business

BlogHer is the meeting place for women bloggers and their readers, and the Creative Connection Event has already proven to be the gathering place for creative women in the handmade sector. These two communities, coming together, can develop a strong support network, and learn from each other to create one super-power, world-dominating force of handmade goodness!



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## PARTNERS



### MARYJANESFARM

MaryJanesFarm: Simple Solutions for Everyday Organic, grew out of the vision of MaryJane Butters after she realized her dream of owning a farm 25 years ago. She began by selling organic eggs, produce, and flowers, then blossomed into becoming an organic lifestyle pioneer. MaryJanesFarm is based on the simple constructs of community and self-sufficiency, all wrapped up in a package referred to as “the farmgirl way.” Never-ending devotion to an everyday organic lifestyle has helped the business grow from an organic farm to a successful mail-order business, a popular bed and breakfast, and a self-titled magazine, MaryJanesFarm. The concepts of responsibility and stewardship are furthered in her Pay Dirt Farm School and Project F.A.R.M. (First-class American Rural Made). For a growing population of individuals and families striving to “go green,” MaryJanesFarm offers a practical assortment of resources and ways to get involved.

### VOGUE KNITTING

# VOGUE<sup>®</sup>knitting

INTERNATIONAL

Launched almost 30 years ago, Vogue Knitting has set the bar for hand-knitting. It's the style leader and the magazine knitters turn to on a regular basis for inspirational patterns, chic styling, and compelling techniques. Vogue is a name synonymous with fashion and style, and when it comes to knitting, nothing equals the impact of Vogue Knitting. Learn more at [vogueknitting.com](http://vogueknitting.com) and [vogueknittinglive.com](http://vogueknittinglive.com).



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## FOUNDING SPONSORS



### STAMPINGTON

Since 1994, Stampington & Company of Laguna Hills, California, has been a leading source of information and inspiration for art and crafts lovers around the world. Launched with a small line of rubber stamps by President and Publisher, Kellene Giloff, the company has since expanded to include more than 1,500 stamp images and over 30 bestselling publications, including Somerset Studio, Belle Armoire Jewelry, Somerset Life, Artful Blogging, Where Women Create, and Where Women Cook. Known for their stunning full-color photography and step-by-step instructions, Stampington & Company's publications provide a forum for both professional artists and hobbyists to share their beautiful handmade creations with one another.



### WHERE WOMEN COOK

A shared love of food – whether it's cooking it, talking about it, or eating it – brings people together. Join us for a culinary adventure within the pages of Where Women Cook. Creative storage ideas, eye-catching décor, delicious food and drink recipes, and inspirational stories will all be shared within the pages of each exceptional issue. Visit us at: [www.wherewomencook.com](http://www.wherewomencook.com).



### WHERE WOMEN CREATE

Whether it is art, food, music, written works, or choreographed dances, extraordinary women know that the process of creating is as important as what ultimately gets created. Where Women Create invites you into the creative spaces of the most extraordinary women of our time. Through stunning photography and inspirational stories, each issue of this quarterly magazine will inspire your creative soul. Learn more about Where Women Create: [www.wherewomencreate.com](http://www.wherewomencreate.com).





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## PLATINUM SPONSORS



**i'm lovin' it®**

### **McDONALD'S**

McDonald's® is excited to participate in The Creative Connection 2011! Be sure to check out the "Working with a Sponsor" panel on Friday, September 16, where our Manager of External Communications, Jessica Rau, will participate. Also, we hope to see you at the Women Entrepreneurs VIP Breakfast Panel on Saturday, September 17, where we'll be serving our delicious Fruit & Maple Oatmeal, and creamy Fruit & Walnut Salad, two of our wholesome breakfast options that are less than 300 calories each. Visit: [www.mcdonalds.com](http://www.mcdonalds.com)

## GOLD SPONSORS



### **STARBUCKS**

Transition from the care-free days of summer to the more familiar routines of fall with a perfect cup of Starbucks coffee. Whether it's brewed in-store, whole instant coffee on-the-go or whole bean packaged coffee to brew at home, Starbucks coffee has the best tasting, highest-quality coffee available. Since 1971, Starbucks Coffee Company has been committed to ethically sourcing and roasting the highest quality arabica coffee. Today, with stores around the globe, the company is the premier roaster and retailer of specialty coffee in the world. Through our unwavering commitment to excellence and our guiding principles, we bring the unique Starbucks Experience to life for every customer through every cup. To share in the experience, please visit us in our stores or online at [www.starbucks.com](http://www.starbucks.com).



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