

NNEP's

Embroidery & Digitizing

CONFERENCE

~~~ June 14 & 16, 2018 ~~~

Huntington Convention Center of Cleveland | Cleveland, OH

Thursday 9AM – 6PM | Saturday 8AM – 4:30PM

Cost \$25/per class per person\* or \$150/per person for Full Conference  
(6 or more classes per person)

**800-866-7396 • EmbroideryMart.com/Conference**

Attend THE NBM SHOW on Friday/Saturday, it is included with your registration!

In order to thrive in today's ever-changing world, embroidery and apparel decoration professionals need to be forward-looking. The NNEP's Embroidery & Digitizing Conference will help you master the skills to ensure that your business will have the agility and ability to thrive, not just survive. By attending these classes, you will have the opportunity to learn from leaders in the industry.

### WHO SHOULD ATTEND?

Embroidery and apparel decoration business owners will benefit. The program provides immediately applicable industry-specific knowledge to help you improve your profits, production workflow and digitizing abilities.

### PROGRAM BENEFITS

By attending this program, you will:

- Be able to **create a pricing structure** so that you no longer have to guess to set your prices, and you will know what your target profit levels are and how to reach them.
- Be able to **hoop challenging products** such as shoes, leashes, karate belts, purses, leather, boots and pant legs with confidence.
- Be able to **take care of your embroidery equipment** so that it continues to create top-quality embroidery and run as a well-cared for machine.
- Be able to create embroidery **designs that sew efficiently** in a production setting with the minimum number of stitches, color changes and thread breaks without compromising the quality of the resulting embroidery.
- Be able to create **small lettering** that looks crisp and sews without issues.

- Be able to know what **stabilizers** to use on the many different types of fabrics to control puckering, ripples and bad registration.
- Be able to create maximum impact with **applique designs** that dramatically reduce stitch counts while increasing the overall impact of the design.

We want to help you make the right choice for your professional development, so please contact us at **800-866-7396** or **embdigconf@nne.com** for personal assistance.

*\*Only registered attendees may enter the classrooms. All registrants must be 12+, no exceptions.*

Register now online -  
**EmbroideryMart.com/**  
**Conference** or \_\_\_\_\_  
**800-866-7396** \_\_\_\_\_

## [NNEP's Embroidery & Digitizing Conference](#)

**Cleveland, June 14 & 16, 2018**

Here is the class schedule for the [NNEP's Embroidery & Digitizing Conference](#) to be held in conjunction with THE NBM SHOW in Cleveland. Register for any classes that are of interest to you. Registration is \$25/per class per person. If you want to attend 6 or more classes, register for the Full Conference for \$150/person to attend 6 – 8 classes, and you only pay for 6 of them! When you register to attend even just 1 class, you are also automatically registered to attend THE NBM SHOW going on at the same time in the Huntington Convention Center of Cleveland.

| DATE/TIME                                                          | Track 1                                                         | Track 2                                                                                                                         |
|--------------------------------------------------------------------|-----------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|
| <b>Thursday</b> 9 – 11                                             | Hard to Hoop Stuff, Understanding Stabilizers<br>Jamie Speck    | Digitizing Mistakes to Avoid, Fixing Common Mistakes, Fixing Bad Designs<br>Frank Gawronski                                     |
| <b>Thursday</b> 12 – 2                                             | Pricing<br>Jennifer Cox                                         | Mastering Lettering<br>Lee Caroselli Barnes                                                                                     |
| <b>Thursday</b> 2:30 – 4:30                                        | Machine Maintenance, Setting Proper Tensions<br>Frank Gawronski | Advanced Digitizing - Performance Fabrics, Underlay Essentials, Understanding Density<br>Lee Caroselli Barnes                   |
| <b>Thursday</b> 4:45 – 6                                           | Applique, Split Fronts<br>Stacy Sesler                          | Getting Started in Digitizing (101), Understanding Underlays & Density 101, How to Pick Software<br>Frank Gawronski             |
| <b>NO NNEP CONFERENCE SESSIONS on FRIDAY – enjoy THE NBM SHOW!</b> |                                                                 |                                                                                                                                 |
| <b>Saturday</b> 8 – 9:30                                           | Hard to Hoop Stuff, Understanding Stabilizers<br>Jamie Speck    | Getting Started in Digitizing (101), Understanding Underlays & Density 101, How to Pick Software<br>Lee Caroselli Barnes        |
| <b>Saturday</b> 10 – 11:30                                         | Secrets for Business Success, Tips & Tricks,<br>Jennifer Cox    | Elements of Good Design, What Will Work, What Won't Work and How to Alter a Design So That It Will Work<br>Lee Caroselli Barnes |
| <b>Saturday</b> 12:30 – 2                                          | Applique, Split Fronts<br>Stacy Sesler                          | Machine Maintenance, Setting Proper Tensions<br>Frank Gawronski                                                                 |
| <b>Saturday</b> 2:30 – 4:30                                        | Pricing<br>Jennifer Cox                                         | Digitizing Mistakes to Avoid, Fixing Common Mistakes, Fixing Bad Designs<br>Lee Caroselli Barnes                                |

For more details about each class, click the [classes link](#) on [NNEP's Embroidery & Digitizing Conference webpage](#) for more information.

\*All class times, titles, subjects and presenters are subject to change without prior notice.