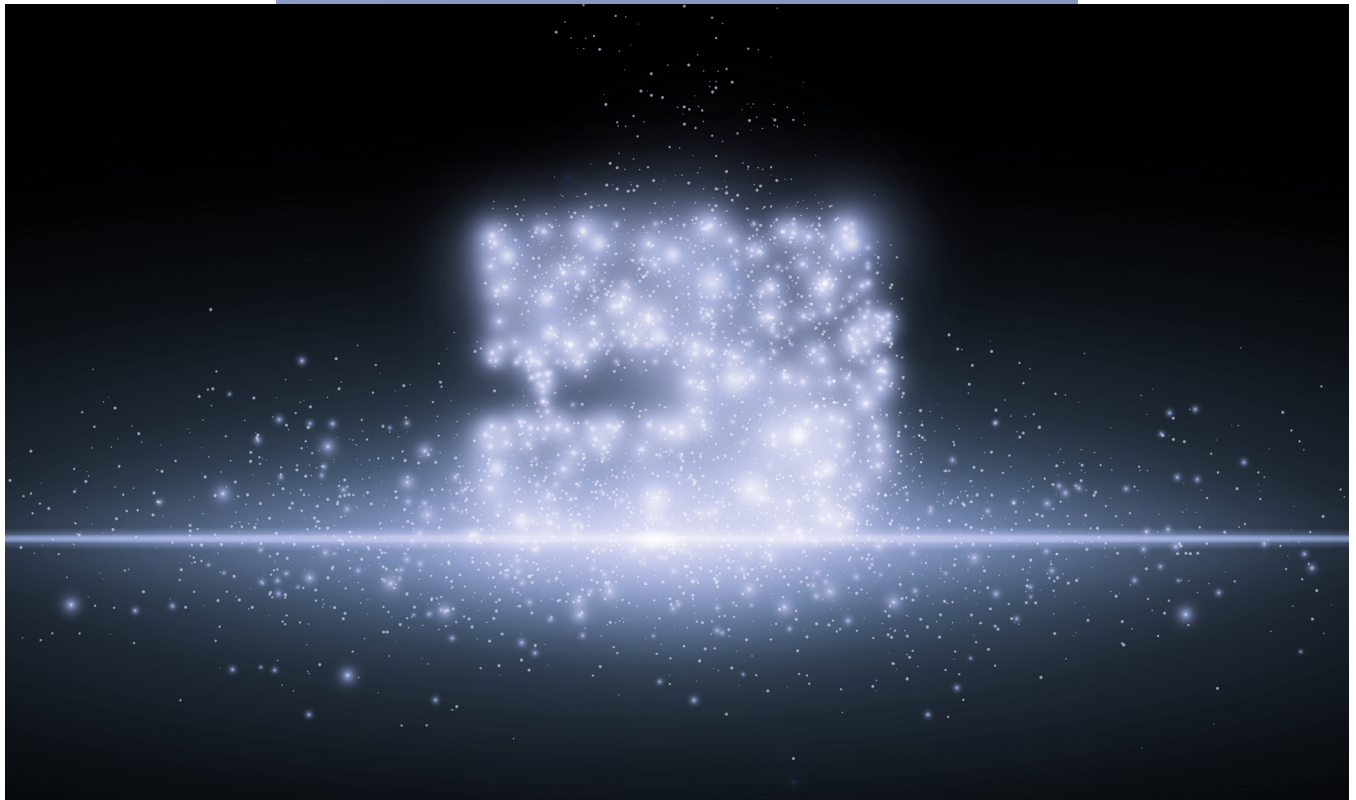


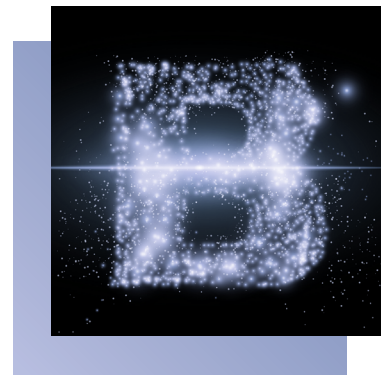
SHINE ON



B E R N I N A U N I V E R S I T Y

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PRESIDENT'S LETTER



DEAR PARTNERS,

It has been a year unlike any other. Through all the difficult challenges, it has been an honor to serve as a respite for so many. Seeing countless people turn to sewing and BERNINA as an outlet for their creativity and an escape from the everyday has filled us with pride.

Now, with renewed spirit, we charge forward with optimism. It is my honor to invite you to join me for BERNINA University 2021. It is truly our time to SHINE ON!

This year, I'm more excited than ever to introduce a sparkling new addition to the BERNINA product line. We've partnered with a timeless brand to create a machine that is the perfect embodiment of our bright future.

In addition to our stunning new special edition machine, we'll be unveiling more new products. Plus, we'll have all the great learning opportunities you've come to expect from BU, ranging from business sessions to product features to fun and inspiring sewing classes.

And, as always, BU is an ideal time to visit the Merchant Market, check out the BU Boutique, and of course, connect with other BERNINA Dealers to swap ideas, energize each other and connect on all things BERNINA.

So, register today and join us. And most importantly, thank you all. Through this challenging year you've all maintained the heart and soul of BERNINA and we can't wait to celebrate that with you at BU. 2021 will truly be our time to SHINE ON!

See you there!

Paul Ashworth

President and CEO, BERNINA of America

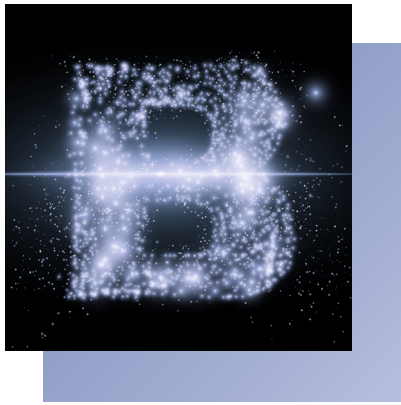


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THE VIRTUAL BERNINA UNIVERSITY EXPERIENCE



Virtual BERNINA University brings exciting new product information and world-class education directly to you through a variety of experiences. Join our live sessions for information on BERNINA's newest products and updates from our sister companies. Visit the Merchant Market to browse product information by company and connect with vendors. Stop by one of our BERNINA Hangouts to hear directly from our experts.

As you read through the offerings in this brochure, we hope you'll be inspired by the variety and quality of courses available. Our virtual on demand hands-on courses will allow you to get first-hand experience that builds your product knowledge and provides you with content you can use in your store. You'll also strengthen your product knowledge, sales skills and marketing acumen through our on demand lecture sessions.

There's so much valuable content on the VBU platform that you'll want more than three days to see it all! Good news! While the live VBU dates are July 11-13, you'll continue to have access to the on demand lecture sessions and recorded live sessions until October 31, 2021.

We would love to see your Virtual BERNINA University experience! Be sure you share photos of your experiences on Instagram and Facebook with the hashtag #bu2021

VBU Timeline

May 19:

VBU Registration Opens

June 2:

Dealer Business Webinar

New Product Announcements

Supply Lists and BERNINA Hangouts Schedule posted

June 15:

Early Bird Registration ends

July 7:

Receive login information and set up user profile

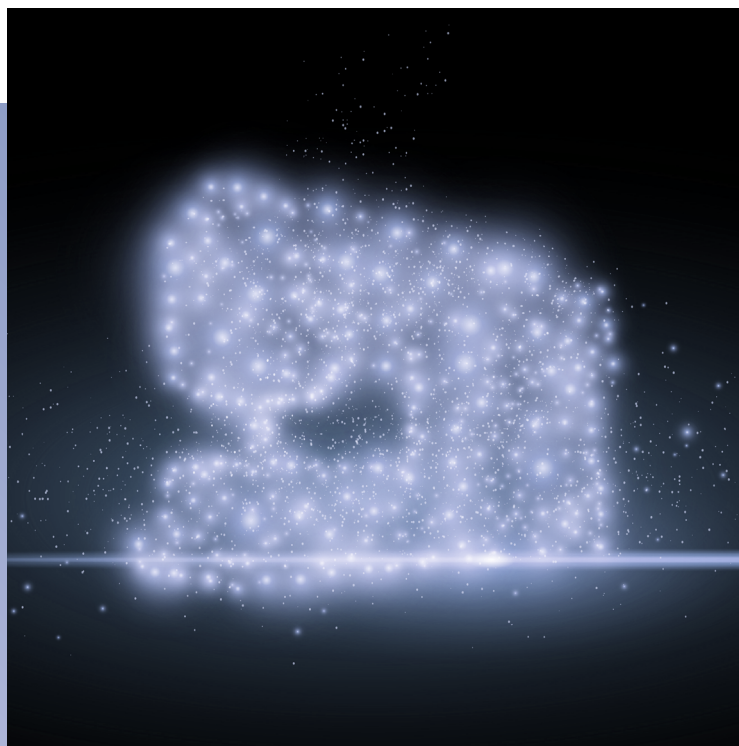
July 11 – 13:

Virtual BERNINA University



REGISTRATION INFORMATION

B E R N I N A U N I V E R S I T Y 2 0 2 1



SHINE ON

REGISTRATION



Registration for your store location must be completed by the Store Owner or Manager. Individual staff cannot register themselves. To register for Virtual BERNINA University (VBU) 2021, click on the following link:

<https://cvent.me/n9vD0Y>

There are two registration types: FULL ACCESS and BASIC ACCESS. See more information about the types below.

Registration is Simple:

1. Enter the store information
2. Register yourself (owner/manager only). The registering account will automatically be given FULL ACCESS.
3. Register additional staff when prompted. Select either FULL or BASIC access for each account.
4. Each registrant must have their own unique email address.
5. Checkout.

You will receive confirmation of your registration for all registered attendees. Note that this is not login information. Login information will be sent on July 7, 2021.

FULL ACCESS PACKAGE

*\$225 per person / Early Bird Pricing \$200 by June 15, 2021
For BERNINA Store Owners/Managers Only*

The Full Access Package allows access to everything on the Virtual BERNINA University (VBU) Platform which includes but is not limited to:

- All Live Sessions
- All On Demand Presentations
- Merchant Market
- BERNINA Online Boutique
- BERNINA Hangouts
- Ability to schedule appointments with Sister Companies' Sales Representatives
- Dealer Business Meetings
- BERNINA Pricing Information
- BERNINA Order Forms
- Ability to schedule appointment with District Managers
- Registration Kit with the Dealer Planning Guide

BASIC ACCESS PACKAGE

*\$125 per person / Early Bird Pricing \$100 by June 15, 2021
For BERNINA Store instructor, sales staff, technical staff or Sub-dealer.*

- All Live Sessions except Dealer Business Meetings
- All On Demand Presentations
- Merchant Market
- BERNINA Online Boutique
- BERNINA Hangouts
- Registration Kit (no Dealer Planning Guide)

Note: BERNINA pricing and order forms are not available with BASIC Access.

2020 EXCELLENCE AWARD REGISTRATION

Dealerships who have earned complimentary BU Registration through the Excellence Program will receive an email containing a coupon code for their complimentary registration. When asked to submit payment, enter the discount code that was emailed to you, and a credit will be applied. The full coupon value must be used in a single transaction. Any remaining balance of your discount code is unable to be carried over to another transaction

REGISTRATION KIT

Included in your registration is the Registration Kit which will be shipped to arrive before the start of VBU. The registration kit includes:

- VBU Tote Bag
- VBU Pin
- Special Collector's Pin
- *The Big Book of Longarm Quilting*
- *Dealer Planning Guide* (Full Access Attendees Only)
- Plus more
- Value: \$125

REGISTRATION



ACCESSING THE VBU PLATFORM

On July 7, all registered attendees will receive login information to the VBU platform. This email will contain a link to access the platform, along with a username and password. Upon receiving the email, registrants can access the platform to view the agenda and complete their profile. The rest of the platform will be available beginning at 9:00 am CDT on July 11, one hour prior to the opening session at 10:00 am CDT.

If you're new to the Virtual BERNINA University experience, we're here to help. You'll find a useful navigation guide with your login information, and a video tour on the welcome page of the VBU Platform.

EQUIPMENT NEEDED

Be prepared and set up your VBU Viewing Station. The only item required is a computer with internet access. For the most complete VBU experience, we recommend viewing from a computer. However, the platform can be accessed from a mobile device, giving you the opportunity to review presentations at your convenience. You may also want to consider the following additional items for the best interactive experience:

WEBCAM If you'll be meeting with your District Manager or plan to participate in one of our BERNINA Hangouts, you'll want to have a webcam handy.

HEADSET Using a headset provides better quality sound and helps to eliminate distractions.

PARTICIPATING IN HANDS-ON CLASSES

SUPPLIES In order to streamline the hands-on class process, we've provided easy-to-follow and detailed supply lists for each class. These supply lists will be available June 2, 2021, after the Dealer Webinar, giving you plenty of time to gather the needed supplies. Vendor ordering information will be provided.

PREPARATION The supply list will contain information on everything you need for your project, including machine supplies and accessories. Set up your workstation so you can work while also having a great view of your computer or tablet screen. Connecting to a TV or projector can make this process even easier!

Make sure you also have easy access to pause the recording. As the instructor explains the steps, you'll want to pause frequently so you can actually complete the steps being shown. Need to hear a step repeated? Simply skip backward and watch it again!

Whether you're working alone or in a group, we know you'll enjoy the hands-on class experience. Be sure you share photos of your experiences on Instagram and Facebook with the hashtag #bu2021

NEW PRODUCT PREVIEW

Catch a sneak peek at the products to be launched at VBU. Join us on June 2, 2021, for a new product preview during the regularly scheduled dealer business webinar.

CANCELLATION POLICY

Refunds for cancellations (less a \$25 processing fee) will be applied to your credit card. Notification of cancellation must be communicated by email to kfurio@berninausa.com on or before June 15, 2021 in order to receive a refund. Cancellations made after June 15, 2021 will not be refunded.

HAVE A QUESTION?

Questions regarding the VBU Platform please contact

[Christy Burcham, cburcham@berninausa.com](mailto:cburcham@berninausa.com)

Questions regarding VBU Registration please contact

[Karin Furio, kfurio@berninausa.com](mailto:kfurio@berninausa.com)

Questions regarding VBU Classes or the class supply list please contact

[Heather Grant, hgrant@berninausa.com](mailto:hgrant@berninausa.com)

PLACES TO VISIT

VBU MERCHANT MARKET

Will there be a Merchant Mall at VBU? Of course! Once again, our Merchant Market will be filled with shopping opportunities galore. Be sure to stop by the Sister Company booths, where they will be eager to share their latest products releases. You won't want to miss the incredible specials they have in store up for you.

Looking for our Sister Company classes? You'll find their robust and informative sessions within the On Demand curriculum, pages 22-42.

Along with Benartex, Brewer, OESD, LAURASTAR and Melco, you'll find our Supporting Vendors in our Merchant Market. Spend time to learn about exciting new products, programs and inspiration from your favorite companies. Each Supporting Vendor will have a video presenting their newest product releases.

BERNINA PRODUCT SUPPORT

Just as in past BUs, the BERNINA Product Booths will be your source for information relating to our newest products. Check out the Expert Campaign videos, view informational product demonstrations, download brochures and educational support materials in the Q Series, Overlocker, BERNINA Domestic Machine and bernette booths.

BERNINA ONLINE BOUTIQUE

A favorite place to shop - the BERNINA Online Boutique - will be packed with BERNINA merchandise and great promotional items, just as you would expect. The only difference is that you will order online! Quick and easy. All purchases will need to be made with a credit card and all orders will ship from the BERNINA Warehouse to your store. Orders cannot be shipped to a home address.

A & E Gütermann	June Tailor
Amanda Murphy Design	Kimberbell
Amélie Scott Designs	Like Sew
Aurifil USA Inc.	Lunch Box Quilts
Cherry Blossoms	Mettler USA
Christa Quilts	Mountain Mist
Claudia's Creations	Pickle Pie Designs
Clover Needlecraft, Inc.	Sew and Vac Media
Daylight Company	Sew Steady
Euro-notions	Smarty Girl Designs
FitNice, LLC	Smith Street Designs
Gail Patrice Design	Sookie Sews
Grainline Studio, LLC	WonderFil Specialty
Horn of America	Threads



CLASS INFORMATION

B E R N I N A U N I V E R S I T Y 2 0 2 1



SHINE ON

CLASS INFORMATION



There are three categories of classes offered at VBU; Live, On Demand, On Demand Hands-on.

LIVE sessions are pre-scheduled and part of the VBU agenda outlined on page 11. Registration for a session is not required. No need to worry about a session being full! You simply have to enter the online classroom when the session is scheduled. All Live sessions will be recorded and then be available On Demand, so if you miss one Live session, you can view that session later. The advantage of attending a Live session is that you will be able to ask questions, comment in the chat box and, in some cases, interact with the presenter.

ON DEMAND classes are pre-recorded classes, about 30 minutes in length and available to watch at your convenience. The On Demand classes are listed on pages 21-40.

ON DEMAND HANDS-ON classes are pre-recorded classes with specific steps and instructions for completing the project (sewing classes) or repairing a machine (technical classes). For On Demand Hands-on classes, you will first view the class video and then work through the exercises. A detailed supply list for these classes can be found [here](#) starting June 2, 2021.



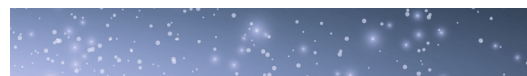
SCHEDULE OF LIVE SESSIONS

B E R N I N A U N I V E R S I T Y 2 0 2 1



SHINE ON

SCHEDULE OF LIVE SESSIONS



11

Sunday

- 10:00 am-11:30 pm Opening Session and Awards
- 1:00 pm-2:30 pm Business Meeting Session 1
- Overlocker Business Meeting
 - Q Series Business Meeting
- 3:00 pm-4:30 pm Business Meeting Session 2
- Embroidery Business Meeting
 - bernette Business Meeting

12

Monday

- 10:00 am– 10:30 am Sew-lebrity Culture with Benartex
- 10:45 am– 11:15 am What's New with LAURASTAR
- 11:30 am– 12:00 pm Melco
- 12:15 pm– 12:45 pm Impact Add-on Sales for Your Events with Brewer
- 1:00 pm– 1:30 pm What's New with OESD
- 2:00pm–5:00 pm BERNINA Hangouts (see page 17)

13

Tuesday

- 10:00 am-11:30 am What's On Your Mind
- 11:30 am-2:30 pm BERNINA Hangouts (see page 17)
- 3:00 pm-3:30 pm Closing Session



LIVE SESSION DESCRIPTIONS

B E R N I N A U N I V E R S I T Y 2 0 2 1



SHINE ON

LIVE SESSION DESCRIPTIONS



SUNDAY, JULY 11TH

Opening Session and Awards

10:00 am-11:30 am

Paul Ashworth, CEO, *BERNINA of America*
Christy Burcham, *Director of Education & Training, BERNINA of America*

Get ready to shine! It's time to bring some sparkle to your dealership, and you will not want to miss this exciting Opening Session. Join us for the launch of BERNINA University to hear special messages from Paul Ashworth and Christy Burcham, as they reveal our dazzling new products.

BERNINA Business Meeting Session 1

1:00 pm-2:30 pm

Available to Full Registrants Only

Join BERNINA District Managers, Business Managers, and Department Heads to review new BERNINA products, upcoming promotions and programs, and key business strategies.

Overlocker Business Meeting

Pam Mahshie, *Overlocker Business Manager, BERNINA of America*

With the introduction of the L 8 Series machines, you have only tapped the surface of the potential that Overlockers have in your stores. Let's take a closer look at how this segment can build, and significantly impact, your entire business.

Q Series Business Meeting

Jonathan Karlan, *Longarm Business Manager, BERNINA of America*

With the new Q 16 PLUS and Studio Frame, BERNINA continues to deliver attractive price points for longarm consumers. If you have been considering joining the BERNINA Longarm Q Series dealer network, now is the time to learn about our latest product line and how it can fit in your business goals.

BERNINA Business Meeting Session 2

3:00 pm-4:30 pm

Available to Full Registrants Only

Embroidery Business Meeting

Connie Fanders, *Embroidery Business Manager, BERNINA of America*

At BERNINA University, exciting new embroidery products are launching that will boost your business in Q3 and Q4 of 2021 and beyond. Join Connie for the Embroidery Segment Business Meeting to hear options for leveraging the new embroidery products that will bring in new customers and provide sales and trade up opportunities for your current customers.

bernette Business Meeting

Bill Butler, *Director of Sales, BERNINA of America*

This past year has been the strongest bernette year ever. Even so, it is not the time to take your foot off the gas. Join Bill Butler as he talks about how bernettes compete in the marketplace, the online sales environment, and how to welcome the next wave of bernette owners.

LIVE SESSION DESCRIPTIONS



M O N D A Y , J U L Y 1 2 T H

Sew-lebrity Culture – Make it Work for You!

10:00 am-10:30 am

Christa Watson, *Benartex Designer, Owner, Christa Quilts, and BERNINA Brand Ambassador*

Explore a variety of ways to cultivate relationships with Brand Ambassadors and industry influencers to maximize sales in your shop. Whether on-line or in person, savvy shop owners will learn how to foster community with "sew-lebrity" designers to create profitable partnerships and long-term success.

What's New from LAURASTAR

10:45 am-11:15 am

Philipp Ueltschi, *President, LAURASTAR*
Mike Venditti, *Sales Manager, LAURASTAR*

Forty years of innovation! Explore and learn all about the new LAURASTAR products launching this year. Besides anniversary specials and other exciting items, we will share best practice examples from the previous months and give you insights into LAURASTAR.

Melco

11:30 am-12:00 pm

Have you missed the exciting updates to the E 16 PLUS? Join us as our experts show you why you should take another look at the E 16 PLUS. Whether your customers want to start a home business or take their enterprise to the next level, our platform provides you the opportunity to engage new customers and grow your prosumer business. We'll also walk you through new accessories and software updates that will excite your existing customers and provide profitable add-on sales.

Impact Add-on Sales for Your Events

12:15 pm-12:45 pm

Joanne Nielsen, *Customer Service and Internal Sales Manager, Brewer*

Join the experienced Manager Brewer's Customer Service Department for an informative discussion on the ways to increase add-on sales for your events. Joanne's presentation will feature promos for BERNINA Academy events, curated collection webpages, Brewer's Marketing Hub, plus much more.

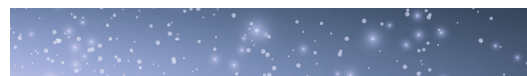
What's New from OESD

1:00 pm-1:30 pm

Karie Coffey, *Director of Education & Marketing, OESD*

What's new at BU? OESD's newest line of consumable products, that's what! We've added new embroidery blanks, accessories, and more! We're so excited to share the new, unique, and diverse embroidery products we now carry for you. We know you are going to love it all! Plus, wait till you see all the changes we've made to SPREE Club! Spoiler alert - we've made SPREE Club even better.

LIVE SESSION INFORMATION



T U E S D A Y , J U L Y 1 3 T H

What's on Your Mind

10:00 am-11:00 am

Paul Ashworth, *CEO, BERNINA of America*

Join BERNINA Executives as they discuss answer your questions and discuss opportunities for the future of BERNINA.

Closing Session

3:00 pm-3:30 pm

Paul Ashworth, *CEO, BERNINA of America*
Christy Burcham, *Director of Education & Training,*
BERNINA of America

As BERNINA University comes to a close, enjoy parting words from Paul Ashworth and Christy Burcham. See the highlights of VBU 2021 and learn the date and destination of BU 2022.

BERNINA HANGOUTS



Join us for 30-minute live video podcasts, where you can sit back and listen (camera off) or join in the conversation about all things BERNINA. You can talk, tell stories, make connections, or observe. This casual fun chat is modeled on the new app Clubhouse. Seating is limited to the first 30 attendees per Q & A session.

Held on July 12 from 2:00 pm-5:00 pm and July 13 from 11:30 am-2:30 pm, here is a sampling of some of our sessions. The final schedule will be released with Supply Lists on June 2, 2021.

Technical Forum: Your opportunity to ask questions, get answers, and talk about all things related to the Technical Department.

Your Favorite BERNINA Story: We are all parts of the BERNINA family, share your favorite BERNINA story or listen to the heartwarming moments of others.

Booking Ambassadors for Dealer Events: Join Jeanne Delpit, Alice Voss-Kantor and some special Ambassador guests for an informal chat about booking Ambassadors for dealer events along with some tips for success.

Me Made May and Other Sewing Challenges: If you love to sew, join us for a chat about #memademay, we'll be talking about our favorite makes, our worst challenges and fails, and more!

Quilting Learning Lessons: Channelling mistakes and fails into learning experiences is a great way to grow as a quilter and artist. Amanda Murphy and Michaelynn Rose will talk about their inspiration from those "oops" moments.

Crystal Edition: The Crystal Edition has an exciting story of development. Sarah Caldwell and Heather Grant will chat about the process for bringing these beautiful machines and projects to life.

School Business Success Stories: Join Therese Canfield and John Carr as they talk about building school business. They will share stories of what they have seen, what has worked, and what they think the potential is. Join the conversation if you have your own school business success story!

And many more!

SPECIAL GUESTS

B E R N I N A U N I V E R S I T Y 2 0 2 1

SHINE ON



SPECIAL GUESTS

We are honored to have these special guests join us for BERNINA University 2021. Through classes and presentations, these speakers will bring you insights and inspiration.



Classes from these presenters are marked with a sparkling avatar icon.



JULIAN COLLINS

Designer and BERNINA Expert

Julian Collins is the person behind Julian Creates and his 2500 member Facebook group Sew "Manly". By day he works in public health; but at night loves to bring joy to the world through his colorful menswear creations. Having a passion for education, social justice and diversity, he is a founding member of Black Makers Matter, a coalition founded to increase diverse visibility among the sewing and crafting community. His work has been featured in multiple publications including *Sewn Magazine* and *Sew News*. He is a BERNINA and LAURASTAR Ambassador and a current Fabricmart Fabricista.



AMANDA MURPHY

Designer and BERNINA Expert

Amanda Murphy is a quilt and fabric designer whose style bridges the modern and traditional. She is a BERNINA Expert and Quilting and Longarm Spokesperson, an international teacher, pattern designer, and Benartex fabric designer. She also designs quilting templates and rulers for Brewer Sewing, embroidery and quilting collections for OESD, and has authored several books for C&T publishing.



SUE O'VERY PRUITT

Designer and BERNINA Expert

Sue is the owner of Sookie Sews, formerly Sue O'Very Designs. Sue teaches her machine embroidery techniques nationwide, through in-person classes, Craftsy, her [YouTube channel](#) and her on-line sewing school, [Sookie Bee Sewing Academy](#). Her two books are *Pocket Guide to Stabilizers* and *Pocket Guide to Notions*. Sue says the best part of her job is teaching and seeing the enthusiasm when her students stitch up one of her designs or patterns.



SPECIAL GUESTS



GORDON BROTT

Founder, Gordon Brott Growth Marketing

Gordon has more than 20 years hands-on experience in customer acquisition marketing at companies of all sizes. He is currently the founder of Gordon Brott Growth Marketing, where he works with both startups and established companies to grow and scale their businesses. Previously, Gordon was the Senior Director of Marketing for more than 8 years at OnDeck, where he led the acquisition marketing efforts as the company grew from \$10M to nearly \$400M in annual revenue and went public in 2014.



DR. NITA MOSBY TYLER

Chief Catalyst and Founder of The Equity Project

Dr. Nita Mosby Tyler is the Chief Catalyst and Founder of The Equity Project, LLC – an organization designed to support organizations and communities in building diversity, equity and inclusion strategies and The HR Shop, LLC - a human resources firm designed to support non-profits and small businesses. Dr. Mosby Tyler, a consultant accredited by the Georgetown University National Center for Cultural Competence and recipient of the Cornell University Diversity & Inclusion certification, is nationally recognized for her equity work with non-profit, community, government and corporate organizations. Dr. Mosby Tyler holds a doctorate in the field of Organizational Leadership from the University of Colorado, a Master of Arts degree in Management from Webster University and a Bachelor of Science degree in Education from the University of Alabama.



BOB NEGEN

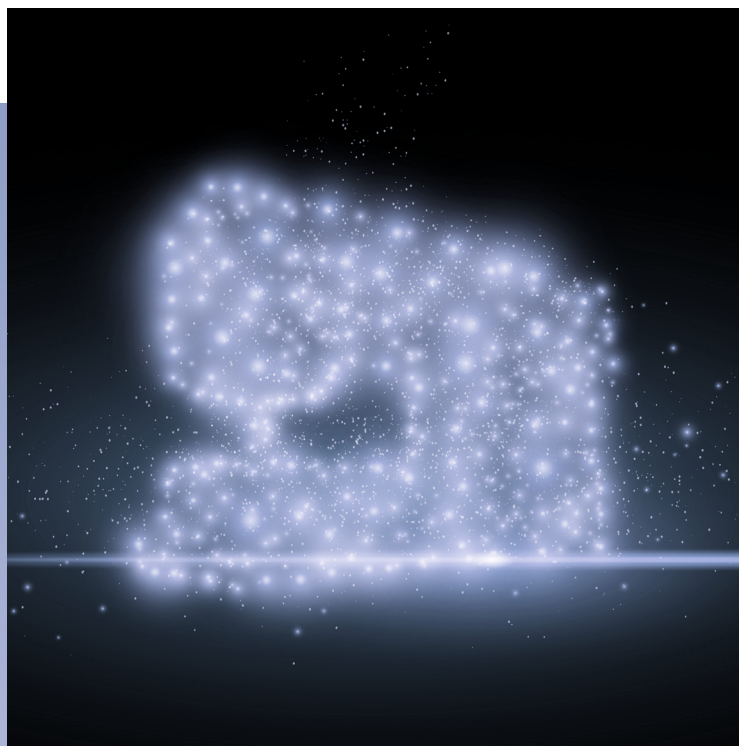
Co-founder, WhizBang! Retail Training

Bob Negen, co-founder of WhizBang! Retail Training. Bob motivates and trains independent retailers to improve and grow their businesses with practical, actionable tactics and strategies. As a successful retailer, Bob uses his three decades of retail experience to help store owners and managers learn the necessary business skills they need to succeed in today's economy. Most recently, Bob has produced daily podcasts to educate and inspire independent retail storeowners as we navigate and plan for the "new normal" of retail after the coronavirus pandemic.



ON DEMAND CLASSES

BERNINA UNIVERSITY 2021



SHINE ON

CLASSES

Our virtual on demand lecture and hands-on courses will allow you to get first-hand experience that builds your knowledge and provides you with content you can use in your store. You'll also strengthen your product knowledge, sales skills and marketing acumen through our on demand curriculum.

Class Key



Class Length



New Product



Special Guest Speaker



Hands-on Machine



Software



Lecture / Discussion

HANDS-ON CLASSES

Sewing, Embroidery, Quilting, and Overlock Machines



OVERLOCKER TOOL ORGANIZER

Mary Beck

Educator | BERNINA of America

Airthread - check.

Freearm - check.

Free Hand System - check.

Micro Thread Control - check.

This overlocker practically sells itself. Join BERNINA educator Mary Beck to create a tool organizer while you increase your overlock confidence and learn the features of this amazing machine.

90
min



DRESSED TO THE NINES!

Debbi Lashbrook

Educator | Software Specialist | BERNINA of America

Just what you have been waiting for...a hands-on class introducing the wow features of software. Get ready to show and demo the great features of software to your embroidery customers. *Prerequisite: Software Installation and Support (Technical Class).*

90
min



OVERLOCKER SIGNATURE STITCHES

Jaime David

Education Project Manager | Overlocker Specialist | BERNINA of America

With dynamic Color Touchscreen Navigation on the L 8 Series overlockers, your inner creativity can be unleashed and then saved! Join us in constructing your own Signature Stitches recipe book. In this course you will learn about the features of the L 8 Series navigation, to include Creative Consultant, Stitch Optimizer, Personal Memory, as well as the presser feet. Together we will create a book cover, but the stitches used to adorn the cover will be of your own imagination. Gather all your fun and wacky threads, needles and feet, along with your creative spirit, for a delightful experience.

90
min



BOLD CHOICES, ZERO WASTE – GET SCRAPPY WITH IT!

Julian Collins

BERNINA Expert | Designer

We all have those scraps from projects that we don't know what to do with; those pieces that are too small to make a whole other garment, but too big to just use as *fill* in a dog bed or a pillow. Join me as we get wild and jump into zero waste color blocking with our knits using the overlocker. I will show you two ways to build bold one-of-a-kind prints to incorporate in your next knit make.

90
min



HANDS-ON CLASSES

Sewing, Embroidery, Quilting, and Overlock Machines

USING SOFTWARE TO OPTIMIZE EMBROIDERY ON DIFFERENT FABRICS

Sue O'Very Pruitt

BERNINA Expert | Owner, Sookie Sews

With just a few adjustments you can alter an existing design to stitch on truly unique fabrics. Sue will guide you through the embroidery software and teach you how to adjust your settings for the professional results to properly embroider on Cork Fabric, Glitter Fabric, Luxe Cuddle, and Reversible Sequin Fabric. At the completion of this class, you will have four (4) embroidered blocks that can be turned into a baby block or fabric demo book. This will showcase software and machine embroidery, expanding your customer's mind with so many possibilities.

Prerequisite: Software Installation and Support (Technical Class.)



PINPOINT MODERN QUILTING

Hayley Grzych

Digital Educator | BERNINA of America

Re-examine quilting-in-the-hoop through a modern lens. Join BERNINA Educator Hayley Grzych for this hands-on class to explore a fresh take on computerized quilting using a domestic machine. Learn how to set yourself up for success with this technique and cross the finish line with a small modern quilt to use as a wall hanging or table topper.



PIECE & QUILT A TABLE RUNNER ON THE BERNINA Q SERIES

Amanda Murphy

BERNINA Expert | Owner, Amanda Murphy Design

Piece and quilt this elegant runner entirely on the BERNINA Q Series using rulers! Amanda will share her tips and tricks for teaching rulerwork on both sit-down and frame Q Series machines, using Amanda's newest fabric collections for Contempo of Benartex. Learn how to use this project to introduce customers to the Q Series!



EDITING DESIGNS WITH BERNINA EMBROIDERY SOFTWARE

Debbi Lashbrook

Educator | Software Specialist | BERNINA of America

This hands-on class will prepare you to show consumers just how easy it is to edit one design in many different ways. During the class, prepare a sales portfolio that can be used to talk to consumers about the wonderful editing capabilities of Embroidery Software. *Prerequisite: Software Installation and Support (Technical Class.)*



HANDS-ON CLASSES

Sewing, Embroidery, Quilting, and Overlock Machines

GETTING STARTED WITH Q-MATIC BASICS

Denise Jones

Quilting & Longarm Specialist | BERNINA of America

Let's go back to the basics! Join us in this class to discover how to set the Safe Area, place the designs and create Edge to Edge layouts to stitch on this amazing Q 16 PLUS on the Studio frame. We will also cover threading, winding a bobbin, as well as regular maintenance. The Q 16 PLUS on the Studio frame can make dreams come true.



RULERWORK QUILTING FOR BEGINNERS

Heather Stadelman

Quilting & Longarm Specialist | BERNINA of America

Get started feeling confident to free-motion with rulers. We will cover the beginner basics of using rulers and give tips & tricks for successful rulerwork quilting designs.



FREE-MOTION FROM TABLE TO FRAME

Heather Stadelman

Quilting & Longarm Specialist | BERNINA of America

Join Heather Stadelman as she shows you free-motion techniques on the longarm table and the frame. Yes, the same technique is different on one system vs the other. Glean tips to make it easy, no matter which way you choose.



ART & STITCH AND Q-MATIC

Amanda Murphy

BERNINA Expert | Owner, Amanda Murphy Design

Learn the basics of Art and Stitch with Q-matic from certified instructor and BERNINA Expert Amanda Murphy. From modifying existing designs to constructing basic patterns, we'll explore the various features Art and Stitch has to offer. We'll cover the basic drawing tools, as well as some quick shortcuts that make designing and modifying files easier.



HANDS-ON CLASSES

Sewing, Embroidery, Quilting, and Overlock Machines



TIME TO SHINE TABLE TOPPER

Julie Bridgeman

Educator | BERNINA of America

Learn the new features of the BERNINA 770 QE PLUS while making a table topper to display, and to teach, in your store. Let this beautiful piece be a perfect conversation starter to talk about what's new on the sewing, as well as the embroidery side. Place the table topper next to this machine on your sales floor and watch your sales shine!



THE SPECIAL EDITION: DESIGN INSPIRATION AND PROJECTS

Sarah Caldwell

Education & Training Manager | BERNINA International

In this hands-on workshop, Sarah will talk about the inspiration and design process for the Special Edition projects. This class will provide the knowledge and tools to create samples, or to host your own Special Edition class in your store.



GENERAL BUSINESS CLASSES

ECOMMERCE IMPROVED!

Michaelynn Rose

Director of Marketing | BERNINA of America

Join us to learn about the new ecommerce platform launched by BERNINA. We'll share information on what's happening, how you can participate, and walk you through the dealer side and reporting.

30 min



DEALER CREDITS – THEY'RE YOUR CREDITS – USE THEM!

Dennis Schmidt

District Manager | BERNINA of America

Lynn Grant

CFO | BERNINA of America

Dealers accrue dollar credits in various ways throughout the year. Those dollar credits sometimes sit in the dealer's account for years, not being used. We want to show dealers how you accrue credit, how to find out how many credits you have, and ways to use them to your advantage. It's your money and we want to show you how to maximize it.

30 min



IGNITING THE POWER OF US

Dr. Nita Mosby Tyler

Chief Catalyst | The Equity Project

This lecture takes participants on a journey of "deconstructing" the real meaning of equity, inclusivity and diversity within our businesses. Participants will learn fascinating facts and insights that help us shift from learning and exploring to doing from our customers to employees. The keynote is designed to inspire, intrigue and energize us during a complex time in history. We will explore everything from definitions, history, power bases, imposter syndrome and even address "diversity fatigue" – a thing that we all have at some point or another.

30 min



CLIMBING THE CUSTOMER SERVICE PYRAMID

Bob Negen

Co-founder | WhizBang! Retail Training

Creating a consistent (every time with every customer!) WhizBang! customer experience is a retailer's number one competitive advantage. This program explores how to apply a set of fundamental principals to everything that touches a customer.

30 min



GENERAL BUSINESS CLASSES



SEAMLESS WAYS TO ADVERTISE BERNINA FINANCING

Brigette Casalino & Synchrony
Credit Card Program Manager | BERNINA of America

The BERNINA Credit Card Program can facilitate the changing consumer purchase journey. This valuable program can build loyalty and drive repeat sales. It can also be a key part of your store marketing. In this session, you'll learn best practices on: integrating the consumer application into your web site, advertising and compliance considerations for virtual events, social media and web ads, tools and resources, plus more!

30 min



WHO IS THE BERNINA & BERNETTE CUSTOMER?

Michaelynn Rose
Director of Marketing | BERNINA of America

Join Michelynn Rose, Director of Marketing, as she provides key insights and an overview of our recent marketing segmentation study. Understanding the consumer, and where they fit into our product lines, can help you identify opportunities for growth. You'll walk away with a good understanding of who the customer is and what marketing strategies work best for them.

30 min



IT STARTS WITH YOU: LEADERSHIP, MANAGEMENT, & CREATING A CULTURE OF EXCELLENCE

Bob Negen
Co-founder | WhizBang! Retail Training

Brick and Mortar isn't dead! In fact, the best independents are thriving, while bad brick and mortar retailers are dying. YOU, as the leader of your team, are responsible for the success, or failure, of your business. In this session, you will learn what the best leaders do, how they act, and how you can blend the best of leadership and management practices to create a culture that your customers will love, will allow your team members to thrive and give you the pride (and profits!) that come from building a culture of excellence.

30 min



EDUCATION & EVENTS CLASSES



OESD STABILIZER MASTERY & SCHOOL OF EMBROIDERY TRAINING

Kellie Rushing

Educator | Embroidery Specialist | OESD

Are you a stable genius? Do you have all the answers for stabilizer trivia? I'll take pressure sensitive adhesives for \$400, Alex. In this course, we'll learn all about OESD stabilizer and ensure you're equipped with the knowledge to guide your customers to the right product. Plus we'll introduce the newest stabilizers in the OESD family.

30
min



ALL ABOUT OESD EVENTS

Karie Coffey

Director of Marketing | OESD

Embroidery events are an amazing way to generate genuine stitching excitement, entice new embroiderers, and build loyal embroidery customers for your business. But who has the time to devote to developing, planning, and creating an embroidery event that excites your customers about your store and machine embroidery? OESD, of course! Join us at 'All About OESD Events' and find out what OESD can do for you and your Machine Embroidery business.

30
min



ENGAGE NEW SEWISTS WITH WE ALL SEW CONTENT

Julie Bridgeman

Educator | BERNINA of America

Machine sales increased due to new sewists wanting to make masks. Let's win the hearts of these new sewists by taking their newfound hobby to new horizons. Create a line of virtual or in-store classes specifically for new sewists that will help them continue their learning and find their sewing specialty. In this session, we'll outline content put together by the BERNINA Education Team on weallsew.com that is perfect for beginning quilting, home dec, garment sewing basics, bags, machine applique, and simple machine embroidery. New sewists will be amazed at what they can do with their machines if you show them! You'll get a great hand-out to plan your beginner classes.

30
min



GET READY FOR EVENTS!

Jan Brostek

BERNINA Dealer | Pins & Needles, Inc

Sona Thorburn

BERNINA Dealer | BERNINA World of Sewing

Moderated by Catherine Gross

District Manager | BERNINA of America

Once the vaccine is rolled out and people are more comfortable going out, events are expected to explode! Start planning now to be sure you are ready. From your store class offerings to local shows, plan your strategy for the future. Get back in gear!

30
min



EDUCATION & EVENTS CLASSES



LOOK AT ALL OF THESE FEET!

Denise Jones

Quilting & Longarm Specialist | BERNINA of America

The Q Series machines can use so many feet without even needing a single tool to change them. Join us in this class to explore the wide variety of presser feet options available and how to use them in many of your quilted projects. You will see great samples and come away with wonderful ideas to inspire more accessory sales to your Q Series customers.



L 8 NAVIGATION (WITH MACHINE OR SIMULATOR)

Doris Brechbuehl

Educator | Overlocker Specialist | BERNINA International

Get an overview on how the graphical user interface of the new Overlocker works and how it guides you through setting the machine for individual stitches. Learn what the machine can do for you. Find your way through stitch selection and settings. See how the Stitch Optimizer supports your sewing. Included will be a short introduction to the Personal Memory and Creative Consultant.



TAKE THE NEXT STEP IN EMBROIDERY: START DESIGNING WITH SOFTWARE

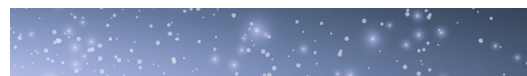
Sue O'Very Pruitt

BERNINA Expert | Owner, Sookie Sews

The word "digitizer" sometimes intimidates our students and customers. They will say, "I'm not a digitizer"; however it's our job to show them they can be. In this lecture/demo class, Sue will teach you how to design a basic In-the-Hoop coaster, which is only the jumping off spot. From there she will show you how to design multiple unique coasters, using all the bells and whistles of BERNINA Embroidery Software. By the time the class is over you will have knowledge on how to turn Sue's lesson into a proper demonstration and ultimately sell the software, maybe even creating the next In-the-Hoop designer! *Prerequisite: Software Installation and Support (Technical Class).*



EDUCATION & EVENTS CLASSES



Q-MATIC! THE AMAZING ACCESSORY

Denise Jones

Quilting & Longarm Specialist | BERNINA of America

One of the greatest accessories you can sell to your frame customer is the BERNINA Q-matic Longarm Quilting Automation System. In this class you will learn what makes Q-matic so powerful. You can design with it, you can create with it; you can even get the quilting finished quickly and professionally. Join this session and learn all different ways to use Q-matic to stitch out your quilted projects.



LEVERAGE BERNINA CONTENT TO SELL ACCESSORIES

Debbie Cacciamani

Sales & Product Trainer | BERNINA of America

BERNINA has lots of content to leverage to promote accessory sales. Learn how to find content, post on your social or use as lead capture. Since demos are a fantastic way to sell accessories, learn to utilize techniques to demo online or in-store to generate sales!



INTRO TO MENSWEAR

Julian Collins

BERNINA Expert | Designer

Julian has heard how many in the community are consumed with fear when it comes to the idea of sewing menswear. Julian sews by the motto "a seam is a seam is a seam". Join Julian as he discusses sewing menswear and masculine inspired fashion. To really dip your toes into menswear sewing, he'll address a basic button shirt. Julian will also review elements that define menswear, and what to look for in patterns. And he'll talk through the components that really get people caught up in the stitching process. This session will provide beneficial information for creating those menswear classics with confidence, ease and finesse!



WHAT'S NEW WITH BERNINA EMBROIDERY SOFTWARE

Debbi Lashbrook

Software Specialist | BERNINA of America

Are you aware of all the great features of the BERNINA Embroidery Software? This lecture class will cover features and how to sell and support the software. Join Debbi as she presents the powerful capabilities of this product, as well as ways to close the sale and support your customers' purchase decision. *Prerequisite: Software Installation and Support (Technical Class).*



MARKETING CLASSES



BASIC EMAIL BEST PRACTICES

Yossi Del Valle

Digital Marketing Manager |
Ecommerce | BERNINA of America

The class will focus on basic email best practices to help our dealers understand how important emails can be to inform, promote and drive traffic to their website or stores. We will look at third-party software support, such as MailChimp, MailerLite, Constant Contact.

30
min



ADVANCED EMAIL BEST PRACTICES

Yossi Del Valle

Digital Marketing Manager |
Ecommerce | BERNINA of America

Emails are a great tool to create excitement and awareness of products and services. This class will go more in depth on different types of emails and advanced practices, like sending your emails at the right time, creating email schedules, targeting and retargeting your clients, plus much more.

30
min



17 WAYS TO EASILY GENERATE MORE LEADS... AND CLOSE MORE SALES

Gordon Brott

Growth Marketer | GordonBrott.com

Generating leads and following up effectively to close more sales isn't as difficult as many believe it is. In this fast-paced session, we will review 17 things you can do to generate more leads, and to improve your follow up to close your sales. The session will review:

- Simple adjustments to customer interactions that can instantly generate more leads.
- Quick website updates that will bring more visitors.
- How to instantly improve your email communication with existing customers and leads.

30
min



MARKETING CLASSES



GET SOCIAL WITH SOCIAL MEDIA!

Lisa Furleigh

BERNINA Dealer | Quilting in the Valley

Social media isn't just about promotion, it's about social! Learn from Lisa Furleigh, of Quilting in the Valley, as she outlines using social media as an interactive experience to create and engage customer relationships. When you use social media as a way to build relationships and interact with customers, it is proven to turn into a successful indirect sales strategy.

30 min



BUILD YOUR SOCIAL MEDIA CALENDAR

Maggy Urso

Social Media Specialist | BERNINA of America

Take our fun, easy class and you'll complete your social media calendar for the remainder of the year! We will guide you every step of the way; plus you'll learn helpful tips on posts while keeping a good content mix. Tell your customers and followers about current promotions, store news, classes, and news from the community. And don't forget to look at the sewing machine brands you carry in store; there is always the share button.

30 min



MONETIZE YOUR FACEBOOK AND INSTAGRAM

Alice D. Voss-Kantor

Marketing Manager | BERNINA of America

Use Facebook and Instagram to monetize your business to drive in-store traffic, engage consumers, increase class enrollment, plus more. Use the power of Creator and Business Manager Facebook to do the work, promoting your business through social, advertising, brand awareness and community connection.

30 min



LEARN TO LOVE FACEBOOK LIVE

Mindy Lennon

BERNINA Dealer | Quilting Mayhem

Facebook Live is a great way to market, sell and generate excitement for your dealership. We'll cover the basics of Facebook Live streaming, from setting up your account, what equipment to use, to successful scheduling and more. This is a fun and simple way to keep your customers connected!

30 min



MARKETING CLASSES



VISUAL MERCHANDISING – HOW TO EFFECTIVELY PRESENT BERNINA PRODUCTS

Matthias Fluri

Marketing Manager | BERNINA International

Done well, visual merchandising can draw customers into BERNINA stores and help close the sale – all based on the aesthetic quality of the retail display. Join Matthias Fluri, of BERNINA International, in this workshop to brush up your visual merchandising knowledge and skills. The short course will include information on the key concepts in visual merchandising, as well as practical tips on how to effectively present the BERNINA brand and product assortment.

30
min



PROMOTING Q3/Q4 PROMOTIONS

Gavin Corrigan

Marketing Manager | BERNINA of America

Make sure you are ready to capitalize on the 2nd half of the year by preparing your promotional strategy. In this class, you'll learn about the consumer promotions planned for the remainder of 2021, and strategies on how to make the most of each promotion. This session will include the marketing digital/print resources available to you and ways to position them within your store and communications.

30
min



SALES CLASSES

BERNINA PERSONALIZED VALUE SELLING

Debbie Cacciamani

Sales & Product Trainer | BERNINA of America

Join BERNINA Sales & Product Trainer, Debbie Cacciamani, as she introduces a new virtual, interactive sales training program available in Q3 and Q4. The focus is on a customer-centered approach to selling, through studying and practicing the skills necessary to sell BERNINA product. It is recommended for all sales associates, and is built around personal behavior, applying product knowledge, and your motivation to sell.

30
min



BREWER FABRIC EXCLUSIVES: TILDA, STOF AND BREWER BASICS

Melanie Greseth

Fabric Buyer | Brewer

Finding unique fabrics to sell in your store can be a challenge. Brewer offers exclusive fabric collections that can set you apart from your competition. Join us as we present creative ways to showcase these special fabrics in your stores to drive sales and class participation.

30
min



GETTING STARTED WITH LAURASTAR BASICS

Philipp Ueltschi

President | LAURASTAR

Mike Venditti

Sales Manager | LAURASTAR

Learn what it takes to become a successful LAURASTAR dealer. In this presentation, we will cover what's involved with dealer set-up, inventory, POS materials, recommended demo tools, and product training. This is your first step in becoming a LAURASTAR sales champion.

30
min



MAKING SALES AND SCORING RUNS WITH LEAD MANAGEMENT – ACTIONABLE IDEAS

Gordon Brott

Growth Catalyst | GordonBrott.com

Whether your current system of lead management hasn't yet made it to first base, or if you are on third base and ready to score, we'll walk through ideas and actions you can take to make your systems better.

30
min



SALES CLASSES



NIFTY NOTIONS LIGHTPADS: LET YOUR CREATIVITY SHINE

Emily Parson Green

Associate Marketing Manager | Brewer

Nifty Notions Back Lit Lightpads come in 2 sizes with a variety of mats. These high tech tools are wonderful for many types of quilting and needle arts, from foundation paper piecing to applique and embroidery. Curious? Join us for a demo and discussion of these wonderful tools!

30
min



UPGRADE NEW SEWISTS TO A BERNETTE 05 ACADEMY

Sylvain Bergeron

Educator | BERNINA of America

Thousands of low quality beginner sewing machines were purchased during the pandemic. Now is the time to introduce those consumers to a quality machine. Level them up with this powerhouse by bernette - the bernette 05 ACADEMY. Excite those beginner sewists all over again when you sing the praises of this machine during your hands-on demonstration.

30
min



BERNINA E 16 PLUS & THE PROSUMER EXPERIENCE

Mike Doe

Director of Business Development | Melco

In this class, you learn how simple it is to provide a great overview of the BERNINA E 16 PLUS, as well as the BERNINA E 16 PLUS operating software. Additionally, we'll show you how easy it is to support your customers interested in establishing a business out of embroidery using this system, along with all the tools that Melco provides to support E 16 dealers.

30
min



GET SERIOUS AND RETHINK EMBROIDERY

Connie Fanders

Embroidery Business Manager | BERNINA of America

It's time to rethink your embroidery sales strategy! Join Connie Fanders as she presents new concepts in embroidery, as well as refreshing old techniques, to engage those customers who weren't interested before. Once your customers are engaged and interested, Connie will share calculations so you may recognize the customer's lifetime value from bernette to BERNINA. Lastly, she'll cover your store product offerings, layout, and classes to support the sales path to upgrade those customers into the world of embroidery over time.

30
min



SALES CLASSES



BOOST YOUR BERNETTE 79 DEMOS

Sylvain Bergeron

Educator | BERNINA of America

The Bernette 79 is at the top of its class, packed with top notch features at a very competitive price. To help make sure your demos convey the outstanding value, this class will focus on some of the key features and benefits, while stitching strategic samples. We will build on a gradient of features that will show your customers how well the b79 answers their sewing and embroidery needs. A list of the key demo steps will be offered as a printable handout to help you plan and guide your demos. With a good demo plan, the b79 becomes a great value to the sewist wanting a versatile and affordable sewing and embroidery machine.



DEMOING THE NEW OVERLOCKER

Megann Freese

Event Specialist | BERNINA of America

There's a new overlocker! That's exciting! But how do you talk about the new machine in comparison to the BERNINA overlocker line? This session will include a quick 30-minute demo showing off the amazing features of the new machine. Megann will present key points to support new product sales, as well as how to talk about this model when displayed next to others within the product line.



YOUR CUSTOMER'S JOURNEY LEADS TO SALES

Debbie Cacciamani

Sales & Product Trainer | BERNINA of America

Let's look at lead management from a different point of view. Let's flip the coin! Start with your customer, their journey into sewing, quilting or embroidery; their journey through your store, your staff, your service, your education and support, and of course your sewing community. Let's focus on the customer's journey to LEAD your way to increased sales!



THE COMPETITIVE ADVANTAGE OF BUNDLING BERNINA EMBROIDERY PRODUCTS

Connie Fanders

Embroidery Business Manager | BERNINA of America

Bundling the BERNINA Embroidery product line creates flexibility for your customer with a distinct competitive advantage. Join Connie Fanders as she provides a competitive assessment presenting how BERNINA stacks up to endless creativity for the customer.



SALES CLASSES



OPERATION OVERLOOK: ROAD TO SUCCESS

Maggie Smith

BERNINA Dealer | Pintuck and Purl

Want to know how to generate more money with overlocks? Let Maggie furnish you with an action plan designed to increase overlock presence in your stores and make these companion machines a must-buy for your entire customer base! From hands-on to mini events to multi-week lessons, Maggie will help you confidently increase the presence of overlocks in your store to maximize sales.



PRECUTS, PRECUTS, PRECUTS & PROJECTS

Jeremy Jeffries

National Sales Manager | Benartex

There are 200+ books and patterns on the market that ONLY USE PRECUTS to make a project. 'Precut Friendly' projects are one of the fastest growing areas of sewing and making. Many sewists have less free time and want to take project classes which can be finished in an evening, or over a weekend. Join Jeremy to learn fresh ideas on how to make more sales per customer from this growing trend.



Q SERIES SALES CYCLE & TRADE-IN STRATEGIES

Vince Nutt

Longarm Sales Manager | BERNINA of America

The sales cycle of the longarm market is longer than the sales cycle for domestic machines. Learn the ins and outs of keeping your customers engaged throughout this period. Make sure BERNINA Q Series stays on the top of their list until they are ready to buy. Vince will also cover trade-in strategies and process ideas for your dealerships.



KIDS CAMP LEADS TO FUTURE CUSTOMERS

Lisa Alfonzetti

BERNINA Dealer | Pins and Needles

Summer Camp at Pins and Needles has grown steadily over the years. This program has been a catalyst/factor in growing Lisa's overall business. Networking is an integral factor in bringing more attention to your camp and turning young hobbyists into lifetime sewists. The current environment has presented some challenges, but Lisa has managed to work around them. Her summer camp program has helped her lay a very strong foundation for a successful operation.



SALES CLASSES



USING FREE BENARTEX PATTERNS FOR SAMPLES, EDUCATION AND SALES

Heidi Pridemore

Owner | The Whimsical Workshop

Learn how to use Benartex patterns to drive sales, create samples and inspire customers! Let Heidi Pridemore, owner of The Whimsical Workshop, share ways to start conversations in your stores through eye catching displays. Attendees will receive an exclusive free pattern by Heidi!



LAURASTAR KEY ADVANTAGES VS COMPETITION

Philipp Ueltschi

President | LAURASTAR

Mike Venditti

Sales Manager | LAURASTAR

“Why LAURASTAR”? And “What makes LAURASTAR so special”? Two good questions! This class will share all the key benefits and selling arguments you'll need to boost your LAURASTAR business. Learn from industry experts how LAURASTAR has changed their life.



TECHNICAL CLASSES



B70 SERIES, B05, B64 UPDATES

Stacey Hall

Assistant Technical Education Manager |
BERNINA of America

In this class we'll cover the most recent technical updates and repairs of these bernette sewing and overlock models.

30
min



L 8 SERIES UPDATES

Alex Ferraro

Assistant Technical Education Manager |
BERNINA of America

Alex will present technical highlights and updates released since the successful launch of the new L 8 Series of overlockers at VBU 2020.

30
min



Iportal/OTRS UPDATE

Stacey Hall

Assistant Technical Education Manager |
BERNINA of America

iPortal has been updated with many of your suggestions and new features. Stacey will guide you through the platform while addressing the most common questions.

30
min



NEW MACHINE HIGHLIGHTS

Alex Ferraro

Assistant Technical Education Manager |
BERNINA of America

Join Alex for technical highlights of the latest sewing models.

30
min



TECHNICAL CLASSES



Q SERIES SEW HEAD MAINTENANCE

Stacey Hall

Assistant Technical Education Manager |
BERNINA of America

Many Q Series machines and frames have already logged millions of stitches. That means basic maintenance and service checks may soon be required. This presentation will cover machine setup, troubleshooting, basic adjustments and maintenance schedules to keep your customers successfully stitching.

60
min



ABC'S OF COMPETITIVE MACHINE TUNE-UP

Al Hunt

Independent Contractor

There are currently more than 1.5 million low-end competitive brand machines purchased every year, with little to no service locations available for these consumers. Make these customers yours by advertising service on competitive brands. By offering this service, you will increase your BERNINA machine sales, store traffic and profits. This class will cover the basic tune-up of most modern entry level sewing machines and brands

60
min



7/5/4 SERIES SERVICE

Stacey Hall

Assistant Technical Education Manager |
BERNINA of America

All three of these BERNINA Series machines accommodate the new BERNINA hook system and cutter mechanism. Once you master the system, the knowledge can be applied to all future machines. In this session, we will cover the most effective way to service and maintain key parts of these machines.

60
min



NEW HOOK GUIDEWAY INSTALLATION

Alex Ferraro

Assistant Technical Education Manager |
BERNINA of America

In this class we'll cover the proper method for installing and centering the guideway using the updated tool.

30
min



TECHNICAL CLASSES



ADVANCED KNOWLEDGE— UNDERSTANDING HOW BERNINAS WORK

Al Hunt

Independent Contractor

In this unique and informative class, Al will start with a 5 Series BERNINA, stripped to the chassis. As he reassembles the machine, he will explain how the individual mechanisms work and interact. The purpose of this class is to take the mystery out of the machine, show you how the machine works, and what each part and circuit board does. This experience will help you troubleshoot problems, possibly inspire and amaze you, and help you become a better technician!

60
min



SOFTWARE INSTALLATION AND SUPPORT

Sue Haas

Technical Support Specialist |
BERNINA of America

This class will lead you through the steps to prepare your computer and install the BERNINA Embroidery Software. Once completed, your software will be ready for use in "Dressed to the Nines!", "Editing Designs with Software", "Using Software to Optimize Embroidery on Different Fabrics", and "Take the Next Step in Embroidery: Start Designing with Software".

60
min

