

# Great Scott!

By Scott Goodman



*Scott Goodman, owner of Sewing Machine Warehouse & Kneedle.com has been servicing the sewing public since 1976.*

## Our Social Network

Think back. Some of our earliest childhood socialization took form in the ritual known as the tea party. You, your Raggedy Ann/Andy, a pet, perhaps an unwitting relative or neighborhood pal shared a cup of make-believe tea and maybe an easy-bake cake.

We are social beings. Technology has accelerated and enhanced our desires to interact with each other. While machine embroidery may seem to be a solitary practice, we yearn to sew and create together.

Embroidery Clubs at your local dealership are a great opportunity to share recent sewing successes and failures with kindred spirits that can offer accolades, sympathy or answers to those challenging projects. If your favorite dealer is not ready to sponsor a club, start your own group through [meetup.com](http://meetup.com) or [craigslist.com](http://craigslist.com).

Put your name on the email list at your favorite dealership. It is a great way to learn about special embroidery events. Some of my favorite events are personality based and include my friends: Walter Floriani, John Deer, Anita Goodesign, Momo-Dini and my personal favorite; the Stitching Sisters - Eileen and Marie. Sometimes these events are lecture 'n demo, sometimes make 'n take on the latest in embroidery technology. Always fun and informational. Always shared with other like-minded friends.

Sewing retreats are a great opportunity to escape the day-to-day and immerse yourself in your favorite hobby. I found a way to have it all. Sewing Cruises. Family, friends, embroidery, food, the

latest embroidery equipment, new friends, more food, sightseeing and Baked Alaska...it doesn't get any better than this. I have sponsored two that were hugely successful. 100% of the machines worked 100% of the time, embroiderers made wonderful take-home projects and lifetime friendships were forged.

Facebook and Google+ have enabled me to see what exciting projects my friends are working on, while also exposing me to their last meal, cute baby and pet pictures, spiritual inspiration and political hot button. Most important, though, in an instant, I stay connected with friends all over the planet.

Just when I trained myself to limit Facebook time, Pinterest planted its puss on my computer/pad/smartphone screen. I must find a support group for Pinterest addicts. Incredibly inspirational! For the uninitiated, Pinterest uses the pin board metaphor to view visually fascinating ideas sorted by category. You can save these inspirational ideas to your own board that others can follow, or re-pin and share with your friends.

Let's stay connected. Friend me on Facebook. Friend Eileen, too. Members of our extended magazine family like Deborah Jones and Marie Zinno. In return, you can expect resonance, inspiration, sympathy, time saving shortcuts. Everything you would expect from a friend.

Like me... Really like me on Facebook (sorry Sally Field). A multitude of Great Scotts exist. Mine is the one that matches the script logo in this article. Let's be friends. Share your pet projects with my embroider-buddies. I will brew some make-believe tea.

This issue arrives as we approach the holiday season. Allow me to express my sincerest gratitude for friends; past, present and future.

