

Baby Lock Tech 2009

The Baby Lock Revolution

The world-famous Gateway Arch provided the perfect backdrop as hundreds of veteran Baby Lock retailers and a record number of new retailers from all over the United States attended the 20th annual Baby Lock convention - Baby Lock Tech 2009: The Baby Lock Revolution, August 29 - September 1, 2009, in St. Louis, MO.

During the four-day event, excited retailers witnessed the unveiling of new, exclusive products such as the Sashiko sewing machine which beautifully replicates the hand-stitching first created centuries ago in Japan.

New Baby Lock sergers such as the Evolution and Enlighten with ExtraordinAir threading threads all loopers at once with the simple press of a button and Pure LED Lighting gives amazing visibility to the work surface. Both of these sergers have the exclusive Baby Lock wave stitch and the Evolution, with its 8-thread capability, has 87 stitch combinations.



The new Sashiko sewing machine.



The new Evolution serger.



Baby Lock President Steven J. Jeffery gets the crowd warmed up with some audience participation.

Altogether 17 new and updated products were introduced at this year's event including:

- ◆ Embroidery Professional Plus with TruView LCD Touch Screen
- ◆ Jewel Quilt Motion Software featuring 300 built-in patterns, 100 exclusive to Baby Lock
- ◆ Ellageo Plus with Quilting Upgrade and 3 free Quilting feet
- ◆ Ellure Plus with updated USB Type A port
- ◆ CustomWorks II and Upgrade with new editing, merging, sorting and scattering features
- ◆ MonogramWorks monogramming software - up to 4 letters
- ◆ SizeWorks, DensityWorks, HoopWorks are now stand-alone programs
- ◆ Inspirational Guides for Ellisimo and other top products replace product workbooks
- ◆ Updates to Imagine, the world's best-selling serger, Eclipse and Cover Stitch models

Guest speakers at this year's Opening Night included Tacony CEO, Kenneth J. Tacony, who told the retailers in his remarks, "For us, getting creative, being open to the world of changing technology, getting back to the basics and combining those with superior customer service, are the equation to our success in the future. By applying those same principles to your businesses, Baby Lock, its retailers and our customers will be happy for a long time to come."

Nancy Zieman, Baby Lock's National Spokesperson and host of the PBS series *Sewing with Nancy*, showed highlights of what is coming up in the 26th season.



Nancy Zieman speaks at Baby Lock Tech Opening.

Also addressing the retailers were Shigeyuki Suzuki, President of the Suzuki factory where Baby Lock sergers are made and Arikata Mano, President of Juki Company Limited, worldwide distributor of Baby Lock sergers who spoke due to the introduction of the new serger products and the Sashiko machine.



Ms. Nakata, a Sashiko master from Japan, demonstrates the capabilities of the Sashiko machine.

As is the tradition at every Baby Lock Tech, Opening Night kicked off the event with a rocking night of music and dancing. The Baby Lock Sales, Education and Training team members joined Baby Lock President, Steven J. Jeffery, onstage for a team dance getting Footloose, Baby Lock versions of Baby Love now forever known as Baby Lock by the "Sewpremes," and "Billy Joel" was in the house and was backed up by the Sewing Men.

To roll out the Halloween promotion, the education team led a "thrilling" black light zombie dance, and "Andy Williams and his Singers" belted out It's the Most Wonderful Time of the Year, which is also the theme of



Steve Jeffery and Ray Queen "sing them a song, they're the Sewing Men..."



2009 Baby Lock Tech attendees had spectacular views of the Gateway Arch.

the Christmas promotion. After the Opening Session, retailers were whisked off to a Welcome Reception where they could get reacquainted with friends over food and beverages.

Since there were so many new retailers this year, a New Retailer/Mentor Breakfast was held on Sunday morning, which gave the new retailers the opportunity to learn from seasoned retailers, Baby Lock and Tacony Associates and to find out more about Baby Lock and Tacony Corporation. One comment that was heard repeatedly was that Baby Lock doesn't do things like everybody else! Things are much more fun at Baby Lock Tech! Like Sunday night at the Sell-a-bration event in the Vendor Mall when Julie Cox from Rich's Sewing in Salem, OR, won a Koala Sewing Studio and an Ellisimo Sewing and Embroidery Machine! Other prizes were awarded throughout the evening as well.

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Classes were packed and many long-time retailers stated that this year's selections were among the best that were ever offered. In addition to a number of hands-on sewing classes, in which the retailers were able to return to their stores with completed samples, they were offered a number of business classes, including a social media marketing class. This class taught many retailers the benefits of using popular Web sites such as Facebook, Twitter, and YouTube to get Web traffic and then foot traffic. Another class

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gave lessons in figuring gross profit, to ensure that retailers were making enough money off their sales to cover all of their expenses. Other classes taught the benefits of hosting fun and profitable events.

Breaks are always a big hit at every Baby Lock Tech event. With delectable treats such as chocolate-covered strawberries, pastries, ice cream bars, soft pretzels and cheese, nachos, guacamole and salsa, coffee and soft drinks, retailers were well-fed before heading back to classes. The awards banquet on the final night provides the retailers a chance to get dressed up and enjoy a fine dinner and a last night of socializing before returning to their stores.

Awards were presented to the Top Ten Single Location Retailers, the Top Ten Multiple Location Retailers, the Outstanding New Retailer, and as has been the tradition for the past five years, the Samurai Club: the Top Ten Serger Retailers for the previous year. Wade Kelly from Eastex Sewing in Houston, TX, won a brand new Evolution serger with Inspirational Guide in the grand prize drawing at the banquet.

For more information about the complete line of fine Baby Lock sewing, embroidery, serger, quilting and software products, or on becoming an Authorized Baby Lock Retailer, contact Tacony Corporation by calling 1-800-298-8810 today. 📞

All photos in the Baby Lock Tech 2009 article were taken by Steve Wiberg.



Crowds were lively during breaks between classes at Baby Lock Tech.