



November 2007
Sydney - Wellington

Nic Howard
Renee Pearson
Wendy Smedley

Stacy Julian & Friends

Why do you need to join us for Crafting Connection 2007 "Stacy Julian & Friends"?

- because you want to be inspired!
- because you want to be motivated!
- because you want to learn!
- because you just can't miss simply the best Scrapbooking and Crafts Event of 2007 being held "down-under"!

**Over two days filled with
Classes, Lectures and Demonstrations!**

With something for everyone...
for the traditional,
digital or hybrid scrapbooker, card maker
or ANY crafter/artist!

Stacy Julian

Stacy Julian is founding editor of Simple Scrapbooks magazine, which debuted in January 2002. As the visionary behind the magazine, special issues and ancillary products, Stacy encourages readers to simplify the overwhelming aspects of scrapbooking by focusing first on their memories and then using their most favourite and meaningful photos to create thematic scrapbooking projects.

Stacy is also founder of Big Picture Scrapbooking, launched in November 2005 as the first website dedicated to educating scrapbookers online. As an inspiring speaker, trainer, and author of four books, the most recent of which is *The Big Picture: Scrapbook Your Life and a Whole Lot More* (Primedia, Inc., 2005), Stacy has learned and practices the importance of inspiring, principle-based education. Stacy's energetic teaching style makes for unforgettable presentations as she shares her expertise in color and design, as well as her liberating philosophy in her magazine column and in classes at bigpicturescrapbooking.com. Stacy was formerly a contributing editor to *Creating Keepsakes*. "Scrapbooking makes you a better person, more aware of the world around you, and more able to recognize perfection in everyday, ordinary moments," says Stacy. She relates to busy professionals and super-moms, because she is both. Nothing makes her happier than matched socks and the knowledge that she has helped someone find the time and gain the confidence to create something meaningful. Stacy works from her home in Spokane, Wash., where she regularly feeds and cleans up after a husband, five children and an iguana.

SCRAP HAPPY! (90 mins)

Too many people are worrying needlessly about unimportant obstacles and unrealistic expectations in scrapbooking and Stacy Julian wants to do something about it!

Come join Stacy in this upbeat lecture adventure and let her "all together too happy" optimism put a smile on your face and a happy, happy feeling about life and scrapbooking in your heart. You have the opportunity to be and feel creative and tell a compelling story – what are you waiting for?

What to bring: Basic craft tools and a loaded stapler.

FINISHING LINE SCRAPBOOKING! (90 mins)

Join Stacy in this fun and fast-paced workshop that will exercise your mind and creative spirit. As your personal scrapbook trainer, Stacy will push you past common hurdles in scrapbooking by sharing her top "performance-enhancing tips" and time-saving approaches. You are guaranteed to cross the finish line with a completed album and an energized outlook!

What to bring: Basic craft tools, two black journaling pens in different point sizes, and come prepared with 30 to 40 pictures from an event that you would like to scrapbook in a theme album.

COLOUR ME HAPPY (60 mins)

Colour is an essential element in scrapbook design, but it's much, much bigger than that. Colour breathes life into almost everything we do. It is a vital part of our daily life. Are you connecting with the joy of color? Would you like to? Stacy is passionate about color; she loves to talk about it and teach it. She recently attended a seminar taught by Leatrice Eiseman, Executive Director of the Pantone Colour Institute, and wants to share what she has learned! Come experience color in a whole new and very liberating way. This is a hands-on workshop, so come ready to work.

What to bring: Basic craft tools, a favourite catalog and two photographs - one that you absolutely love and one that poses a colour challenge

POSTCARD HIGHLIGHTS

(Make 'n Take presented at the Crop)

An experience! Enjoy and be inspired by this unique Make 'n Take delivered at the Mega-Crops!

Sponsors:

American Crafts

Bazzill

Big Picture Scrapbooking

Making Memories

Scenic Route

Wendy Smedley

Wendy Smedley is the creative editor for Simple Scrapbooks magazine and works with Editor in chief Lin Sorenson to direct and develop content.

She also manages the Use section which focuses on teaching readers how to successfully purchase and use scrapbooking products.

In addition to her work with the magazine, she has been involved in the development and production of a series of DVDs for Simple Scrapbooks as a co-host with founding editor, Stacy Julian. Wendy also represents the magazine at many consumer scrapbooking conventions and industry trade shows and on local television stations across the nation.

She lives in Centerville, Utah, with her husband, five sons and a myriad of pets.

SCRAP INSPIRED (90 mins)

Whether it comes to you in the form of stories, emotions, or creative ideas, INSPIRATION is ultimately what motivates each of us to scrapbook.

Your inspiration is the grand idea... philosophy... spark that inspired you to begin scrapbooking and is what keeps you going today. We all need visual cues around us to remind us why we scrapbook... so let's make this together.

Wendy will share what motivates and inspires her and will guide you through a quiz to help you complete your own unique inspiration statement.

What to bring: Basic craft tools. sandpaper, brown ink, handful of inspiring photos, magazine clippings that represent favourite colors and patterns

TELL ME A STORY (90 mins)

Based on a project from my book and a bestselling Special Issue from Simple Scrapbooks Magazine called Scrapbook Shortcuts with Quizzes and Questions - we will make a story binder.

This will be a fast paced class with lots of journaling inspiration. Complete with journaling prompts, quizzes, and mini calendars this binder will help you be the storyteller you have always known you could be. We will be using some of my favourite products from double sided pattern paper to circle coasters - and we will have fun!

What to bring: Basic craft tools. sandpaper, corner rounder

SIMPLE COVER (60 mins)

Sponsors: Simple Scrapbooks

Make a playing card sized book sporting images of past cover layouts, with 12x12 schemes, colour proportions, a shortlist of how to get published and other invaluable tidbits of information. We will also be making two layouts based on my favourite covers of all time.

Learn insider secrets from some of my favourite designers for building multi-photo layouts and incorporating colours. Have fun and ask questions about the world behind the scenes at Simple Scrapbooks Magazine.

What to bring: Basic craft tools

Nic Howard

Nic Howard has been scrapbooking for 8 years and has recently released a book titled *That's Life, Finding Scrapbooking inspiration in the Everyday*. In 2004 she was one of 10 winners in the USA Memory Makers Masters competition. Prior to this she had won several smaller competitions, has been published in various books and magazines and participates in a number of international Design Teams.

In her own words: I have been a scrapbooker for 8 years. I have blue tabs littering every corner of my home, I have small handmade paper items in every nook and cranny in my house. My children know exactly where to find me if they call and I don't answer. I find joy in the small things that used to pass me by, and I have my camera ready to photograph them. My children are 8, 6 and 3. As is true with many other scrapbookers, they are the focus of many of my pages. My husband Paul is extremely supportive, we make a great team really, he is often the one that tells me to "just stick it down, it's finished!".

CONFESSIONS! (90 Min)

Sponsors: BasicGrey, CherryArte

Scrapbooking isn't just about the events and the moments. It's also about showing a little of our personalities so that those that read our pages in the future know who we really are. The best way to do it? Join Nic on a journey to unearth those funny little habits and quirks that in turn paint a picture of our personalities.

You'll walk away from this class with a fun project and new inspiration about the personal stories you'd like to scrap.

What to bring: Basic craft tools, sandpaper, photos (tba)

CONVERSATIONS! (60 mins)

Sponsors: FancyPants Designs

Inspiration doesn't flow easily for everybody. We sit with our scrapbooking supplies around us, we have the perfect photos of the subject we want to scrap, yet where are the ideas for the journaling? Where is the inspiration for a title? Often we find ourselves adding a quote or not journaling on our page at all, when we really wanted to tell more of a story.

So where is the story? Through her writing of "That's Life" Nic has enjoyed discovering many methods of undigging the stories we could potentially tell in our pages. Join Nic to discover one way of finding inspiration in the everyday and complete a project to help you implement the idea at home.

What to bring: Basic craft tools, black ink

CONSTANT REMINDERS (90 mins)

Sponsors: Queen & Co, Craft House

Not only do the things you do and say form your personality, but so do the little things around you. Grab 6 photos of items around the home that are distinctly 'you' and join Nic in this project based class. The result will be a mini album that was 'clearly' a lot of fun to make!

What to bring: Basic craft tools, corner rounder, sandpaper, mini glue dots, tape runner type adhesive (not liquid), 6 photos (B&W preferred but colour is fine and they would work best if they are able to be cropped down in size slightly).

Renee Pearson

This rising star in the digital scrapbooking world has years of experience in professional graphic design and marketing communications.

Renee delights in combining her digital design and illustration skills with her love of scrapbooking to create uniquely attractive digital projects. She's very happy to have this opportunity to share her talent and insight with other scrapbookers interested in expanding their digital skills.

Renee is a regular contributor to Simple Scrapbooks magazine and the popular series, A Simple Guide to Digital Scrapbooking.

THE DIGITAL EXPERIENCE: 5 "You Can Do It" Digital Techniques (90 mins)

Sponsors: Epson, Adobe, Tinkering Ink, Designer Digitals

Renee is your tour guide into the world of digital scrapbooking. Join her as she demystifies digital scrapbooking and shows you how, with 5 simple tips and her templates, you can transform your scrapbooking experience. Renee provides the templates and teaches you how to create beautiful digital pages using 5 easy Photoshop Elements techniques. She walks you through each exercise, step-by-step. Finally, you'll prepare and print your pages on the Epson printers provided and

also print a digital kit and photos for Part 2 "The Hybrid Experience."

What to bring: Basic craft tools, your photos to print on Epson printers provided

(Bonus: One lucky class participant in each Digital Experience class will receive a copy of Renee's new book "Digital Designs for Scrapbooking 2".)

This class is a pre-requisite to the Hybrid Experience which takes output from this class to the next level.

(Personal laptops are welcome in this Class. Class software/data will need to be pre-loaded before class and you should advise when registering that this will be a requirement which will allow for scheduling).

The Hybrid Experience: Paper and brushes and ...wow! (60 mins)

Sponsors: Epson, Tinkering Ink, Designer Digitals

Who said digital means you have to give up all the paper products you love to use? Hybrid is all the rage in the United States because it combines traditional paper scrapbooking techniques with digital tools. Everyone wants to know how. In this, Part 2 of "The Digital Experience," you have a chance to learn first hand from the "digital diva." This workshop picks up where "The Digital Experience" leaves off. Renee shows you how to plan your hybrid pages, prepare the digital components and put them all together in a fun, hybrid project that you will print out on the Epson printers provided.

Class participants receive a Tinkering Ink paper Kit (12x12 background papers, tabs, tags, alphabets, and fabric embellishments).

What to bring: Basic craft tools

Mixing it up!: The "All About Me" Mini Scraps Book (90 mins)

Sponsors: Epson, Tinkering Ink, Designer Digitals

"One of my favourite creative sparks is to pull together a bunch of leftover scraps from earlier projects and create something new." That's what Renee was thinking when she put together this fun workshop. Bring a small bag of your own scraps (papers and embellishments) and we provide the rest. The foundation of your book will be a beautiful paper kit provided by Tinkering Ink. Then you'll mix and match your scraps along with others provided by the Crafting Connection to make a one-of-a-kind tag book that reflects your life, dreams or personality. The content is up to you, Renee shows you the how. Renee even provides a cache of printed digital "scraps" for you to use. As you build your tag book, Renee shares easy digital tips and shows you how she created the digital scraps she provided.

What to bring: Basic craft tools and your small bag of scraps as noted above

Questions & Answers

Based on questions received... here are a few answers!

QUESTION: If I can't attend the Friday Night Kick-Off - will I be charged to attend one of the other Scrap Happy Sessions?

ANSWER: *No. Scrap Happy is inclusive of the Full & Mini Registration Packages. Please select a Scrap Happy Class session on the Saturday or Sunday morning, as well as the 4 x 90 minute classes and 2 x 60 minute classes (for Full Registrants) or 2 x 90 minute classes and 1 x 60 minute class (for Mini Registrants). We would appreciate it if you could please also note in the comments section of your online order that you are NOT able to attend the Friday session.*

Feedback

What Registrants/Customers are saying so far!

- ...the event looks amazing and the package is fantastic..congrats!!!! (JK)
- ...great line up of Tutors-as good as a CKU and at way less the cost! (GR)

Registration Information

All pricing is quoted as \$NZD/\$AUD

You can experience Crafting Connection 2007 "Stacy Julian & Friends" by selecting either our Full or Mini Event Registration packages and/or you can also choose as many classes as you would like individually.

Full Registration includes:

Class kits, product and handouts for **two** 60 minute sessions of your choice and

four 90 minute sessions of your choice

Stacy Julian's "Scrap Happy" Event Kick Off Session followed by Mega Crop and "Postcard Highlights"

Morning and Afternoon Refreshments

Friday Evening Mega Crop Supper

A fun and inspirational Registration Product Pack from a variety of manufacturers

Preferential Registration for all other Activities, Classes and Events

ALL INCLUSIVE COST - \$395

Mini Registration includes:

Class kits, product and handouts for **one** 60 minute session of your choice and

two 90 minute sessions of your choice

Stacy Julian's "Scrap Happy" Event Kick Off Session followed by Mega Crop and "Postcard Highlights"

Morning and Afternoon Refreshments

Friday Evening Mega Crop Supper

A fun and inspirational mini Product Pack from a variety of manufacturers

Preferential Registration for all other Activities, Classes and Events

ALL INCLUSIVE COST - \$230

Individual Activities, Events and Options

Individual Class Registration

You can select as many individual sessions as you like... each of which will include class kits, product and handouts for the session as well as morning and afternoon teas as applicable

60 minute sessions @ \$50

90 minute sessions @ \$65

Event Kick Off

Stacy Julian's "Scrap Happy" Session followed by Mega Crop and "Postcard Highlights" *
Cost \$65

* except for full and mini-registrants, this event must be registered for now but will be confirmed after 1 September 2007 depending on availability with preference being given to full and mini-registrants up to this time.

Event Dinner Show

A chance to "dress to impress" or just do your own thing – while being highly entertained and enjoying a Buffet Dinner in the company of others Cost \$65

Gourmet Sandwich Lunch Boxes

a choice of filling, fruit/health bar, cake and juice included will be available for pre-order to "eat on the run" between classes (Saturday and Sunday) Cost \$18 per day

All pricing is quoted as \$NZD/\$AUD

Accommodation

Twin Share rooms at Conference Rate
@ \$158/night Wellington Holiday Inn
@ \$169/night Mercure Sydney Airport Hotel

Breakfast served in Hotel Restaurant each morning

@ \$18/day Continental Breakfast
@ \$25/day Cooked Breakfast

Payment Options

- A.** In full at time of registration
- B.** By Payment/Installment Plan

Craft House Limited wishes to make Crafting Connection Events as affordable and as accessible to as many as possible. To assist with this a Payment/Installment Plan is offered on the following basis to Full and Mini-Registration participants at a \$20 non-refundable surcharge:

Payment Points

- Initial Deposit (on Registration) - 25% of Total Registration Cost (as Registered) plus the \$20 Payment/Installment Plan Surcharge (non-refundable)
- 1 August- 25% of balance of Total Registration Cost owing
- 1 September - 25% of balance of Total Registration Cost owing
- 1 October - Final 25% of Total Registration Cost balance owing plus any additional costs for Classes, Events or Activities added

If Registering after one of the above Payment Points/dates - previous Payment Points are then considered due and added to the initial Deposit.

Payments under this arrangement can only be made by credit card (with exceptions for cash or cheque for New Zealand customers)

Terms & Conditions of Registration/Participation

Please note the following relatively standard **Terms & Conditions of Registration and Participation** which are in place to serve the interests of Craft House Limited, associated parties and all those participating in the Crafting Connection Event:

- Registrations can be amended or refunded within 7 days of Registration without penalty. Cancellations/Refund and Change requests after 7 days following Registration and before 12 October are permissible, but may incur an Administration Fee (not applicable to additional Classes/Activities made to initial Registrations). No refunds will be made after 12 October except under extenuating circumstances.
- Registrations must be paid in full prior to commencement of the Event unless by arrangement with Craft House Limited/the Event Management.
- In the unlikely event that Crafting Connection Event Classes and Activities change or are cancelled due to circumstances beyond the immediate control of Craft House Limited/the Event Management or those supporting the Event, there is no right to a refund.
- Audio and video recording equipment in the Classroom is not permitted at any time. Cameras may be used only with the express approval of the Tutor or Event Management. Mobile phones should be silenced before entering Event areas.
- Children of any age are not permitted within Classrooms/Event areas please.
- Craft House Limited is not responsible for loss of personal possessions during the Event.

When and Where

SYDNEY – November 9th to 11th, 2007

Mercure Sydney Airport Hotel & Conference Centre
Levey Street, Wolli Creek

WELLINGTON – Friday, November 16th to 18th, 2007

Wellington Holiday Inn & Conference Centre
Featherston Street, Wellington CBD

Tutors – Stacy Julian & Friends



STACY



WENDY



NIC



RENEE

Stacy Julian

Founder of Simple Scrapbooks and Big Picture Scrapbooking, and an incredibly inspirational Speaker, Tutor and Author

Wendy Smedley

Creative Editor for Simple Scrapbooks and Co-author of *The Organized (and inspired!) Scrapbooker*

Nic Howard

Memory Makers Master, Designer and inspirational Tutor. New Zealand author of *That's Life, Finding Scrapbooking inspiration in the Everyday*

Renee Pearson

Digital Scrapbooking pioneer. Author of *Digital Designs for Scrapbooking* and passionate Tutor in digital, traditional and hybrid scrapbooking

To Register

Please complete the details on the Registration Form and fax or mail to:

Craft House Limited, PO Box 22226, Khandallah, Wellington
(47 Hutt Road, Thorndon)

~ Ph 04-499-4499 ~ Fax 04-499-4496 ~

Register online at www.CraftHouse.co.nz