



## President's Message

*A new year brings forth new challenges and new sewing adventures!*

**2024** was a great year for the Roanoke VA ASG Chapter. We are looking forward to an even better 2025. The Chapter Advisory Board has already begun planning for a variety of activities and programs that focus on the various forms of sewing. Our big celebration will be National Sewing month. We will continue providing classes for both members and the community. Plus, we will offer classes for beginner sewers. We look forward to your input and assistance as we meet the challenges of another year of sewing adventures.

For 2025 we will continue to focus on and expand our goals from 2024

*More member involvement*

*Increasing our Membership*

*Providing a variety of activities that are more inclusive*

*Continuing our community service activities*

*Promoting the Roanoke Virginia Chapter of the American Sewing Guild*

*Supporting the American Sewing Guild as an Art and Lifelong Skill*

*Lois M. Atkins, Ed. D Retired*

*President*



## Celebrating 30 years of Advancing Sewing as an Art and Life Skill

The celebration began with an invitation to everyone to enjoy the light hors d'oeuvres and deserts while catching-up with former presidents and guest. The Thirtieth Anniversary celebration was a part of our National Sewing Month celebration. Gail Catron, a member spoke on the topic of "Sustainability". Her presentation was enjoyed by all.

The celebration theme was "Through the Years". The Roanoke VA ASG Chapter was chartered July 1994. The American Sewing Guild is a non-profit organization and the Roanoke VA Chapter is one of 116 chapters operating under the National Organization of the American Sewing Guild. The Roanoke Chapter was founded by a group of women who loved sewing and loved sewing with others who all had an interest in sewing. A list of those women was listed on the program bulletin. We recognized them for forming the Roanoke Chapter and for promoting sewing as an art and life skill. Founding members were invited to attend. Those amazing women could not be with us and we celebrated them with a round of applause. One of the founding members sent words of regrets and encouraged the Guild to continue promoting sewing.

We also recognized former presidents who served as leaders for the Roanoke Chapter and kept the chapter viable and operational. A list of the past presidents was also listed on the program bulletin. Bobbie Rust, Anne Landey, Sue Wiseman, Carol Dillman (third, sixth, seventh, and ninth presidents, respectively) and the current president Lois Atkins were in attendance. Each of them spoke to the group and shared some of the positive accomplishments of the chapter during their term of office. It was so very nice traveling down memory lane with those wonderful women. They were presented with a wrist corsage and a gift of appreciation (a set of placemats made by ASG members) for their service.



The evening concluded with more refreshments, Sew & Tell, and door prize drawings.



## President Challenge Card 2025

- \_\_\_ Submit one article for publication in the Chapter's Newsletter
  - \_\_\_ Recruit one new member \_\_\_\_\_
  - \_\_\_ Recruit one new advertiser \_\_\_\_\_
  - \_\_\_ Share a Show & Tell at least four times during the year
  - \_\_\_ Complete one UFP (Unfinished Project) and Share for Show & Tell
  - \_\_\_ Share a craft idea for the holiday at the July Monthly meeting
  - \_\_\_ Attend one or more classes sponsored by Roanoke ASG
  - \_\_\_ Present a program at a monthly meeting
  - \_\_\_ Lead a project at a Neighborhood group meeting
  - \_\_\_ Chair or Co-Chair a committee
- Member's Name \_\_\_\_\_ Total Challenges met \_\_\_\_\_  
 Submit Card: [Nov. 13, 2025 Monthly Meeting](#)

## New Adventures

During 2024, we began three new projects for the purpose of promoting the Guild, more member participation, and to increase membership.

**Project One:** The Roanoke VA ASG sponsored a series of classes taught by Sue Wiseman, an ASG member. Posters on display at local businesses and a strong presence on Facebook provided the exposure the Chapter needed to promote the classes. The classes were well attended by members and non-members. The success of the classes has provided the excitement needed to offer more classes for 2025. Plus, it has generated interest in sewing by youth from the community and we will be offering classes for beginner sewers for 2025.



**Project Two:** The Chapter added the Carilion Hospital’s “Forget-Me-Not” project to its community service list of activities. The guild made gowns for stillbirth babies and for other pregnancy losses. Those gowns helped to comfort parents during their time of grief and provided garments for dressing those precious little babies. We donated 34 gowns to the hospital. The Guild will continue this project in 2025.



**Project Three:**

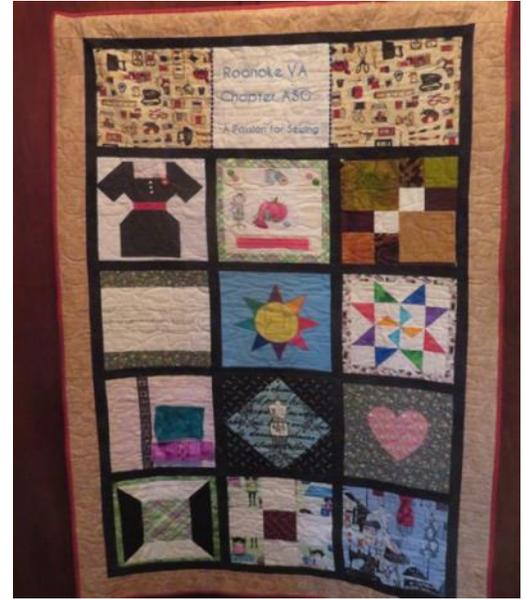
*“Challenges are what makes life interesting, overcoming them is what makes life meaningful.” (Joshua J. Marine)*

President Atkins challenged the membership to complete the “president’s challenges”, Vickie Millar, Sue Wiseman, Teresa Baxter, and Sue Berry were recognized for meeting the most challenges with a \$25.00 gift certificate at the Annual Chapter Holiday Brunch.

*Way To Go!!!*

One of the challenges on the challenge card was to make a 10 inch square quilt block that represented the member's sewing and the American Sewing Guild. The quilt blocks represent the varied art forms of sewing, along with some of the tools and different types of fabrics used by sewers. Several members submitted a block or blocks that were sewn together to form a quilt top that was then quilted. The completed quilt was revealed at the Annual Holiday Brunch. The quilt was titled "A Passion for Sewing" and will be displayed at ASG events and activities.

2025 challenges are on the way!!



## Skills and Thrills Group

### Sewing Triumphs & New Beginnings

**We came, we sewed, we finished!** Sewing Skills and Thrills has completed their pants project and will showcase the final reveal at the January meeting!



### On to the next project:

Starting in January, we will begin **Butterick 6846**, our camp shirt. We will continue working on our fitting skills and get lots of practice with buttons. Our target finish date is in time for spring. We'd love for you to join us.

#### When:

3rd Saturday of the month, 10 am – 2 pm

#### Where:

Raleigh Court Library



**A Day of Feasting and Gifting:** We ended 2024 with a wonderful Holiday Brunch. We feasted on homemade meat and vegetable dishes, salads, pies, cakes, and a fountain running with holiday punch.



After the big feast, winners of the president challenge received a \$25.00 gift certificate.



Six brunch attendees had the lucky ticket for the door prizes.

Then the BIG DRAWING was next. Who was holding the lucky ticket for the ASG tote bag that grew during the year into a storage container of "goodies"? The lucky ticket belonged to Keelan. As you can see he has a smile of delight on his face.



**CONGRATULATIONS!**

The ASG Quilt was part of the president's challenges. Several members donated one or more 10 inch blocks and the quilt top was constructed and quilted. The quilt blocks represent the member's sewing experiences and the American Sewing Guild. The quilt was revealed at the Annual Brunch and will be on display at ASG meetings and events.



Before the afternoon concluded members had an opportunity to share some of their sewing creations.



**TIME FOR MORE GIFTING:**

The Guild adopted the Family Resource Center in Wytheville, VA to gift again this year. The Guild was most generous and Mrs. Lee Ogle from the center spoke and received the gifts.



At the conclusion of that wonderful day, members received a “Notions Roll” that was made by the committee, and members and their guest received a cap.



What a wonderful fun filled day to enjoy the company of fellow sewers as we prepare for the holidays with our families. The tree table cover on the notions roll table was shared by Vicky.

## Roanoke VA Chapter of ASG

### Monthly Meeting Education Program Schedule 2025

<i>Meeting Date</i>	<i>Guest Speaker</i>	<i>Program Topic</i>
<b>January 9<sup>th</sup></b>	Lois Atkins, Ed. D. ASG President	<b>“Pins” Choosing, Placing, &amp; Purpose</b>
<b>February 13<sup>th</sup></b>	Red Bud Smocking Guild Blacksburg VA	"The Art of Smocking"
<b>March 13<sup>th</sup></b>	Lois Atkins, Ed. D. ASG President	<b>“The Geometry of Hand Stitches”</b>
<b>April</b>	Lynne Holdren ASG Member	<b>“The Unexpected” Fun &amp; Games</b>
<b>May 8<sup>th</sup></b>	Victoria Millar ASG Member	<b>“Machine Applique”</b>
<b>June 12<sup>th</sup></b>	<b>No Meeting VBS</b>	<b>No Meeting VBS</b>
<b>July 10<sup>th</sup></b>	ASG Members	<b>Holiday Crafts</b>
<b>August 14<sup>th</sup></b>	TBA	TBA
<b>September 11<sup>th</sup></b>	ASG Members	<b>National Sewing Month Celebration</b>
<b>October 9<sup>th</sup></b>	Lois Atkins, Ed. D. ASG President	<b>Elections/State of the Guild Report</b>
<b>November 13<sup>th</sup></b>	TBA	TBA
<b>December</b>	No Monthly Meeting Holiday Luncheon December 6 <sup>th</sup>	<b>Holiday Luncheon Committee</b>



Roanoke Virginia Chapter of the ASG Presents:

# Sewing Under the Star

Advancing Sewing as an Art and Life Skill

**Lake Stitches** Neighborhood Group continues to meet on the third Friday of the month from 10AM to 2PM at the Moneta Smith Mountain Lake Library: 13641 Moneta Rd. Moneta, VA 24121

Visitors are welcome!

We email meeting announcements, and you do not need to participate in the designated program or attend for the duration. The idea is that we enjoy the fellowship of sewing.

Our schedule appears below. The skill level for Lake Stitches projects is generally in the beginner to intermediate range. For more information, contact Vickie Millar at [vsmillar@gmail.com](mailto:vsmillar@gmail.com). We look forward to seeing you!

- **January 17**                      **Baby Blanket Charitable Sewing**
- **February 21**                   **Beach Blanket Roll (Part I)**
- **March 21**                        **Beach Blanket Roll (Part II)**
- **April 18**                         **Seat Cushion Covers**

Vickie Millar  
[vsmillar@gmail.com](mailto:vsmillar@gmail.com)  
703-328-5975

**Here's a 2024 recap of a few of our programs:** Duffle Bags, Embellished Circle Capes, and Turkey-Applied Placemats. On to sewing adventures in 2025!

## Mad Hatter's

We are pleased to announce that the Mad Hatters Neighborhood group will operate for another year. We welcome Teresa Baxter and Carol Webster on board as co-chairs. You will be hearing from them as they begin planning activities for the year.

## Community Stitchers

By Bobbie Rust

In a recent article in Threads Magazine [winter 2024 issue 228] Michele Loggins listed several opportunities for Community Service in "Stitching for Charity". Although I do not think we are alone but our chapter has found a unique outlet for our sewing skills with walker bags. This year we delivered over 50 walker bags to Freedom Free Foundation that supplies walkers, wheelchairs, etc. for those that cannot afford these items.

We also added bereavement gowns as a project this year donating 33 gowns along with knitted caps to Carilion NICU.

Blue Ridge Women's Center received over 20 blankets plus other miscellaneous items.

Community Stitchers' will meet on the Second Tuesday of the month from 10:00 -12 Noon at home of Bobbie Rust. In January we will begin making bereavement gowns with a goal this year of 50. Sewing machines, fabric, thread, lace are all provided. You need only to bring your sewing skills and scissors.

If you are interested, kits can be prepared for you to sew at home and bring to general meeting January 14, February 11, & March 11

## The Roanoke VA Chapter of ASG Needs Your Help

We have two elected officers to CAB and all other members are appointed by CAB to fill the Chairmanship of the various appointed positions. The appointed positions are for one year and the term of office expires on December 31 st. For 2025, our membership chair, our program chair, and our fundraising chair have decided to step down from their positions on CAB and we need your help to fill those positions. Those ladies have done a remarkable job and we thank them for their valuable service. The membership chair position and leadership for the Mad Hatters Neighborhood group have been filled Let us know if you or you know someone who would be willing to assist with any one of those positions.

**You can submit names to President Atkins: [atkinslois91@gmail.com](mailto:atkinslois91@gmail.com)**

We know you want to help. Therefore a brief description of the task for each position has been provided by email. The positions are list below.



- ◆ Program Chair
- ◆ Fundraising Chari



# Roanoke Virginia Chapter of the ASG Presents: Sewing Under the Star

Advancing Sewing as an Art and Life Skill

## Membership

You may come to two monthly meetings as a guest. To become a member, register on the national ASG website, [www.ASG.org](http://www.ASG.org) or fill out the membership form on page 13 of this newsletter and send it to the address on the form. Annual membership dues are \$60. National membership dues include Roanoke chapter membership, quarterly issues of this newsletter, "Sewing Under the Star", national communications and access to advertisers' discounts.

## Facebook

We have a Facebook page and need contributors to find content and make sewing related posts. When you visit our page, take a moment to Like our page, Like our posts, and Follow us.

To find us, search Facebook for @asgroanokeva or point your web browser to <https://www.facebook.com/asgroanokeva/>

## Photography at Meetings & Events

Permission to publish members' photos in our newsletters, websites and Facebook is assumed unless the president is notified otherwise in writing.

## Courtesy

We have a good time being together at our meetings and we ask that you be mindful of others by muting your phone and keeping distractions to a minimum.

**General Monthly Meetings:** 2<sup>nd</sup> Thursday of each month except December  
**Meeting time** 6:30pm-9:00pm

**Place:** North Roanoke Baptist Church 6402 Peters Creek Rd. Roanoke, VA 24019

## Meeting Cancellation Policy

Chapter Monthly Meetings will be cancelled due to inclement weather when Virginia Western Community College evening classes are closed or cancelled. Weather conditions are not the same in all Roanoke Valley locations; therefore we ask that you make decisions that are best for you.

### **The Chapter Advisory Board (CAB)**

1st Thursday of each month

**Meeting Time:** 10:00am-12 noon **Place:** Raleigh Court Library

2112 Grandin Rd. SW Roanoke, VA 24015

**All Members are invited to attend.**

Please notify Lois Atkins if you plan to attend [atkinslois91@gmail.com](mailto:atkinslois91@gmail.com)

### **ASG Roanoke CAB**

**President:** Lois Atkins  
[atkinslois91@gmail.com](mailto:atkinslois91@gmail.com)  
(540) 818-5209

**Treasurer:** Teresa Baxter  
540-314-2941  
[Baxtergirl56@gmail.com](mailto:Baxtergirl56@gmail.com)

**Secretary:** Karen Olichwier  
[owier1@bluetiehome.com](mailto:owier1@bluetiehome.com)  
540-989-1441

**Newsletter:** Melissa Elkins  
[alofus1025@gmail.com](mailto:alofus1025@gmail.com)  
(540) 314-1768

**Membership:**  
Carol Webster  
[clewebster@gmail.com](mailto:clewebster@gmail.com)

**Education/Programs:**  
TBD  
TBD

**Retail Liaison:** Karen Olichwier  
[owier1@bluetiehome.com](mailto:owier1@bluetiehome.com)  
540-989-1441

**Publicity:** Lynne Holdren  
[lholdren@comcast.net](mailto:lholdren@comcast.net)  
540-994-0742

**Hospitality:** Joann Lindholm  
[willisje@cox.net](mailto:willisje@cox.net)  
540-776-0038

**Fundraising:**  
TBD  
TBD

**Christmas:**  
Mariah Edelin-Gough  
[sunshine-news@asgroanoke.org](mailto:sunshine-news@asgroanoke.org)

**Sunshine News:** Gail Catron  
[sunshine-news@asgroanoke.org](mailto:sunshine-news@asgroanoke.org)

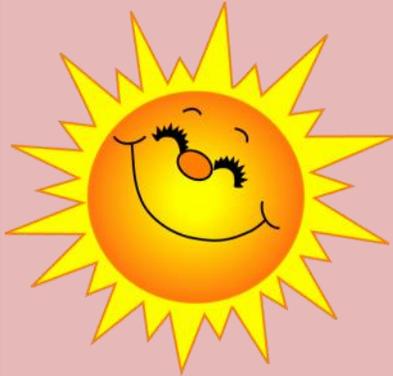
**The American Sewing Guild** is a non-profit organization dedicated to people who believe sewing is a rewarding and creative activity. A vital and growing group, dedicated to advancing sewing as an art and a life skill, the ASG is committed to:

- Promoting and supporting strong chapter and membership vitality within the organization;
- Publicizing, promoting, and stimulating interest in sewing activities and the ASG;
- Collaborating and/or forming partnerships with other organizations for programs that are mutually beneficial;
- Expanding ASG community service efforts; and
- Maintaining ASG as a financially viable organization.



To the members who have renewed their Memberships!

To all of the January, February and March Sewing Peeps! May all your wishes come true.



Do you know someone who needs a little sunshine in their life?

**Gail Catron** is your sunshine gal!

(276) 228-4974 or [catrongail@earthlink.net](mailto:catrongail@earthlink.net)

## ASG Membership Application

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Zip \_\_\_\_\_

Daytime phone number \_\_\_\_\_

Email \_\_\_\_\_

How did you hear about ASG?  
\_\_\_\_\_

Send completed form along with your payment to:

**American Sewing Guild**

**9660 Hillcroft, Suite 230, Houston TX 77096**

\_\_\_ New Member . . . \$60

\_\_\_ Junior Member (New and Renewal) to age 17, or age 22 with student ID . . . . . \$35

Chapter [Roanoke Virginia](#)

\_\_\_ ASG Member at Large \$60

\_\_\_ Renewal Member \$55  
(if received before membership expiration date)

\_\_\_ Late Renewal. \$60  
Chapter [Roanoke Virginia](#)

**Payment**

\_\_\_ Check payable to "American Sewing Guild"

\_\_\_ MasterCard | Visa | AmEx | Discover  
Account#: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

CVV# \_\_\_\_\_

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OUR ADVERTISERS!**



You can still access all prior issues of Notions Magazine:

<https://www.asg.org/members-only/notions-online/>

If you missed the ASG email, you can see all the posts on the ASG web site, [ASG.org](http://ASG.org)

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**Check our website for upcoming schedule of fun and creative classes for all skill levels!**  
**Sign up for our newsletter too!**

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**Roanoke ASG**

**Sponsored Classes**

During 2024, the Guild sponsored a series of six classes for members and the community. The classes were well received and brought inquiries about beginning sewing classes. This year we will again offer a series of classes taught by Roanoke ASG Members and a series of summer classes for anyone wishing to learn to sew. Plans are under way for both set of classes. Plans are being finalized and we need one more teacher. Monitor your email and the Roanoke ASG Facebook page for a listing of classes, dates, times, location and fees. Plan to spent time with others who enjoy sewing!



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 June 19th - Sept 4th

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Roanoke Virginia Chapter of the ASG Presents:

# Sewing Under the Star

Advancing Sewing as an Art and Life Skill

American Sewing Guild Newsletter  
Roanoke Virginia Chapter  
PO Box 218  
Troutville, VA 24175

**----- NEWSLETTER DEADLINES FOR THE YEAR -----**

**MARCH 17, JUNE 16, & SEPTEMBER 22, 2025**

## Sewing Under the Star

### Advertising Rates for this Newsletter

Four Issues Per Year

Business Card: \$25.00 Single Issue / \$80.00 Full Year

Quarter Page: \$30.00 Single Issue / \$100.00 Full Year

Half Page: \$40.00 Single Issue / \$140.00 Full Year

Full Page: \$ 55.00 Single Issue / \$200.00 Full Year

