

Basic
Information
Before
Learning
Embroidery

THEE Embroidery Handbook



Arch Richie
and
Jim Serritella

D E D I C A T I O N



We dedicate this book to those individuals who came before us, those who participated in our focus of freedom, and to those who will follow us providing additional efforts to remain free from oppression –
The United States American Veteran – from all services.

The two old dog authors were
US Coast Guard & US Air Force Service men
— Arch Richie and Jim Serritella

Additionally, we would like to dedicate this publication to our wives, Susan and Betty, who's love of embroidery and service to others brought us to this point in our lives.

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THE END

In the world of embroidery, there is no end...the cone just keeps unwinding. 5,000 meters is about 200,000 inches of thread. It just keeps coming unraveled!!

THEE Embroidery Handbook is a compendium of information you can use to your benefit for the development of your business. The articles are open for you to customize and adopt for your company. The entire handbook is a WORD document, so you can change text, wording, imaging to best suit your situation. All supplied text is a suggestion for your consideration (as in The Company Policy Manual or the wording on the Permission to sew a logo form).

Our suggestion is to put the handbook into a 3-ring binder, and add notes/text to it as you see important articles that have a direct bearing or impact on your embroidery life. New technology is always coming down the road. Embrace it, go with it, and learn from it. You will be a better embroiderer and business person.

Join an organization such as NNEP (www.nnep.org) or a machine users' group. Get involved and ask questions and provide answers (if you can). Attend conventions and announce yourself ahead of time, meet new friends, face to face. They're all lovely people to know.

Maybe this section heading should be "THE BEGINNING." Life has an end, but in the world of embroidery...and contrary to the beginning text...

"In Embroidery-land, there is Utopia!"

Enjoy my friends.