

Awards

1983 - **Rookie of the year** - A award given to the “new kid on the block”, the leader in sales for the first full year in business

1985, 1987, 1991, 1993 - **Dealer of the Year** for district H - This district award goes to the one dealer in an area (5 states at the time) whose total sewing machine sales are the highest

1986 - **Murray Sherman Award** - Named in honor of Murray Sherman, whose customer service and dedication to Bernina was exemplary. This award subtitle is: Outstanding representation of the Bernina Image. It is considered one of the highest honors a store can receive. A store can only earn it once in its life time!

1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2010, 2013 - **Century Club**

In 1993, Bernina changed the format of the District Dealer of the Year awards. Instead of being based solely on sales volume number, it was changed to award the dealers who’s annual sales figures grew the most or those dealers who’s stores showed sharp improvement. Before, based on top sales volume only, the award went to a select few luck shops who were located largely in metropolitan areas. In many ways it had become a bit of an inside club, and unfair to smaller but equally deserving dealers who worked very hard in smaller markets. This award rarely is now in the same hands year after year. All Bernina dealers, no matter how small or larger has an equal chance to win this award. The dealers who receive this award must also have a well rounded shop environment, offering full line of product, classes and technical service.

*Bernina does not “grandfather” in any dealership that change hands. Every new owner must earn their own figures and create their own merit. In 2005 (see - A brief history of Beth’s Creative Stitchery for details), Beth’s Creative Stitchery did not qualify for the Century Club, though over 100 units were sold in the 3rd and 4th quarter. Because the total year sales would have qualified Beth’s for this award, the shop was invited to attend the special awards dinner at the Bernina convention as an honored guest.

Fashion Show awards

1983 - Worthington Jacket by Beth Schillig- This hall mark piece features the historical downtown Worthington buildings including the Worthington Inn, Methodist church, Hardware store, Orange Johnson house and several other note worthy building such as the original location of Beth’s Creative Stitchery and a fashion fabric shop across the street, The Cloth Collection. This jacket was featured on the front of a machine embroidery book by Verna Holt

1984 - Floral 3 piece ensemble by Beth Schillig - This lovely three piece outfit consisted of a matching beige skirt and short sleeve jacket made out of a linen look fabric. A dark teal blouse with a scallop collar completed the look. But the thing that set it apart was the wonderful floral ultra-suede applique.

1992 - Lady with flowers by Beth Schillig - A totally thread painted portrait of a woman with flowing hair holding a bouquet of 3-D flowers. The entire work is soft framed with piping and puffing.

1992 - Take me to the Circus by Laura Pohlman - A parade of appliquéd circus animals march around this jacket ready to perform under the big top! Details such as fringe work and decorative stitches add to the costumes each animal wears. Gold stars fill the air with colorful stars edging the sleeves. The entire jacket is double bias taped

1994 - Squares and Flowers by Laura Pohlman - Blue and white quilted squares with a red one here and there make up the base fabric of this Butterick pattern. Ultra-suede flower are appliquéd on the surface and a second 3-D petal is added on top. Decorative stitches are used to create interest in each flower as it cascades off the shoulder of this original piece.

2003 - Dancing in the mid-night garden by Laura (Pohlman) Livingston - Auto Digitized ladies dance in a garden full of fantasy flowers. The flowers are a combination of felted wool, ultra-suede and silk. Each flower is appliquéd on using thread blending and decorative stitches. The jacket is trimmed with pinked ultra-suede and bias tape. The matching pants also have the same floral and trim feature. This garment traveled with the Bernina/Fairfield Fashion show for 1 year and was featured in several ads and brochures. It was also part of the picture book Fashion Image.

2005 - Queen of Lincoln by Laura Livingston - This embroidered piece was 4 months in the making. The sleeves, collar and tail inset were embroidered entirely on the artista 200 machine. Trim work include pattern matching using decorate stitches and hand sewn beaded trim. The entire jacket body was quilted using the Bernina Stitch Regulator. The skirt is pieced using mostly batik fabrics. This garment traveled with the Bernina Fashion Show for one year and was part of the fashion show issue of *Through The Needle* magazine.