

# S·T·I·T·C·H·E·S

Embroidery's Voice & Vision

December 2013



+ Ask an Expert: Revamp Your 2014 Marketing Plan

speaker on the trade show circuit. Ritter is also president and founder of the Decorated Apparel Expo, which is considered the Midwest's must-attend trade show for decorators and is now in its 18th year.

**51** **SCOTT FRESENER**  
*Director*  
**T-Biz Network International LLC**  
**NEW**

Fresener has been in the screen-printing industry for more than 30 years, and is co-author of the T-shirt industry's "bible" *How to Print T-Shirts for Fun and Profit*. He founded the U.S. Screen Printing Institute with his wife Pat, and from 1979 to 2009 they trained more than 11,000 students on the business of screen printing. He has received numerous awards and accolades including the highly coveted Parmele Award for outstanding lifetime achievement from SGIA. Fresener launched T-Biz Network in 2009, and he's the developer and distributor for T-SEPS 3.0, a color-separation software. The site offers free webinars and is loaded with industry links, technical articles, hundreds of videos, Fresener's blog and an online forum.

**52** **JENS PETERSSON**  
*CEO*  
**Cutter & Buck (asi/47965)**  
**2012 RANK: 49**

Cutter & Buck specializes in golf and fashion retail apparel for men and women, along with its Clique collection of affordable basics. Cutter & Buck has 265 embroidery heads at its distribution center in Renton, WA, and its heat-seal process is quickly rising in popularity. Under Petersson's leadership, the supplier features one major launch per year in both its Cutter & Buck brand and its Clique collection in the corporate category, as well as the collegiate and pro sports category. Cutter & Buck has seen a small increase in revenue from 2012 to 2013.

**53** **NIAMH O'CONNOR**  
*Art Director/*  
*Evil Genius*  
**UrbanThreads.com**  
**2012 RANK: 51**

As the leading supplier of alternative machine embroidery designs in the industry, O'Connor and the team at UrbanThreads.com bring its unique styles and on-trend designs to a broad audience of modern-day crafters and seasoned stitchers. Their award-winning designs have been featured in numerous magazines, as well as Sophie Long's book *Mastering the Art of Embroidery*. In addition to introducing hundreds of new designs this past year, O'Connor and her team launched a look book; this online design library is laid out like a magazine and contains interactive links to products and tutorials. Thanks to social media, UrbanThreads.com's cool designs have been pinned thousands of times on Pinterest, shared on Facebook and tweeted and retweeted on Twitter.

**54** **PAUL ASHWORTH**  
*President and CEO*  
**BERNINA of America**  
**2012 RANK: 62**

Last year, BERNINA introduced its DesignWorks Software Suite for use with select BERNINA embroidery machines to cut custom shapes and create custom crystal appliques. Also this year, under Ashworth's leadership, it introduced a new line of embroidery machines: the 880, 560, 350 SE and Bernette Chicago. Since opening in April 2013, 76 customers have attended classes at the BERNINA Creative Center in Aurora, IL, and BERNINA's new WeAllSew app for iPhone provides an online community for all sewers and crafters; an Android version of the app is in development.



**45** **Pioneering In-Store Customization**  
**KENT HAFFNER**

When LIDS Sports Group began adding in-store customization options in 2002, everything changed for the then seven-year-old business.

LIDS acquired a small headwear and sportswear retailer that embroidered, "and we began introducing embroidery to LIDS branded stores," says Kent Haffner, LIDS' director of embroidery operations. "In 2004, this was added to a few locations I oversaw in the Chicago market. This was my first experience with customization."

**"We've pioneered  
RETAIL CUSTOMIZATION  
- in the mall, airport or on  
the street."**

KENT HAFFNER, LIDS SPORTS GROUP

Since then, LIDS, part of a publically-traded company called Genesco Inc. that enjoyed approximately \$2.3 billion in sales last year, has turned the customization market on its head.