

## The Most Influential People

in the Decorated-Apparel Industry

TOP-NOTCH  
**TEXT**

5 STEPS  
TO PERFECT  
TINY FONTS



Nano Pullover Hood (N270) provided by Hanes Branded Printwear (asi/59528)

HM/D-1501C embroidery machine to include a control panel with a larger screen and multi-tasking capability and the ability to sew continuously 1,200 stitches per minute. Having sold approximately 22,000 machines and digitizing software, Buck estimates that his company has more than 9,500 customers in the U.S. alone. The company moved up four spots in part due to positive influence ratings from a survey of the industry.

# #44

**RICHARD HIRSCH**  
*Managing Director*  
Amann USA

**2013 RANK: 46**

Embroiderers may wax eloquent about their favorite products, but it's not often that thread gets a spotlight like Amann's Isacord: 350 reels of the polyester machine embroidery thread starred in a music video for band Black Books. It's not all rock 'n' roll for Amann USA, but the one-stop embroidery supply shop gets the job done for its 5,000 customers. With Hirsch's help, Amann Group's U.S. division recently launched an e-commerce site, providing 24/7 secure online ordering. The shop allows users access to individual contract pricing as well as the ability to check availability for multiple locations.

# #45

**RICK CESERE**  
*Executive Vice President*  
Edwards Garment Co. (asi/51752)

**2013 RANK: 44**

Boasting in-house embroidery services for its range of uniform and corporate apparel, Edwards Garment Co. continues to grow revenue, with sales above \$58 million last year - a 40% overall increase since 2010. Cesere has helped position the company on *Stitches*' Top 25 Apparel Suppliers and *Counselor's* Top 40 Supplier lists for the past three years. This year, the supplier received a gold distinction in *Promo Marketing's* Supplier Excellence Awards. Among the company's newest offerings are 100% polyester Batiste fabrics, notable for never fading, wrinkling or shrinking.

# #46

**NIAMH O'CONNOR**  
*Art Director*  
**KARLINE KOEHLER**  
*Marketing Director*  
Urban Threads

**2013 RANK: 53**

If you're looking for steampunk stitching or other epic embroidery art, your first stop is likely to be the self-described "evil genius" of Urban Threads. The top supplier of alternative machine embroidery designs continues to make waves in the industry, growing sales by 49% this year and increasing its customer base by half. Helping raise the site's profile even further, O'Connor and Koehler collaborate on the popular "Gear Threads" column on hip needlework blog *Mr. X Stitch*. The pair celebrates the art of machine embroidery and its use in contemporary art and design. On *Urbanthreads.com*, visitors are treated to weekly project inspiration and tutorials, as well as answers to common technical questions. O'Connor and her company have continued to move up the Power 75 due to their unique, affordable stock designs that commercial embroiderers and individuals use to embellish apparel for professional and personal use.

# #47

**CHRISTOPHER BERNAT**  
*Chief Revenue Officer*  
**JACKSON BURNETT IV**  
*President*  
Vapor Apparel (asi/93396)

**2013 RANK: 48**

Furthering its focus on sublimation products and services, Vapor Apparel successfully launched a Made in the USA apparel manufacturing division, creating 13 American jobs. Last year, the 10-year-old company was recognized as one of South Carolina's fastest-growing companies. Serving more than 8,500 companies, Vapor has experienced 20% growth every year. Bernat and Burnett continue to influence the industry, winning three



# #54

*The Doyenne of Digitizing*  
**LEE CAROSELLI BARNES**

If you ask Lee Caroselli Barnes what made her so successful in her early digitizing days, she'd say with utter honesty, "Pressing buttons we weren't supposed to press and not knowing the rules." An odd answer from someone who runs a \$58 million company; however, it's this out-of-the-box thinking and experimentation that led to the creation of Balboa Threadworks Embroidery Design, a California company specializing in stock embroidery designs as well as digitizing training seminars, videos and manuals.

In 1987, Barnes and her brother left the retail space to begin their venture as a supplier, quickly realizing the need for stock designs. "When we first came into the embroidery business, everyone was running designs with a large number of stitches and the cost to run them was phenomenal. It was pricing everyone out of the marketplace," she says. "Keith and I began creating stock designs that used 10,000 or so less stitches than what was already out there, and it caught the market by storm. We embraced what the machines could

**"WE EMBRACED WHAT THE MACHINES COULD DO mainly because we didn't know what they shouldn't do."**

LEE CAROSELLI BARNES,  
BALBOA THREADWORKS  
EMBROIDERY DESIGN

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