

INSPIRING MACHINE EMBROIDERY ENTHUSIASTS WITH CREATIVE IDEAS!

DESIGNS

IN MACHINE EMBROIDERY

To celebrate *Designs in Machine Embroidery's* big **FIFTH** birthday -- we're taking a trip to New York City. Come join us! You definitely **WANT TO BE ON OUR VIRGIN TRIP TO THE BIG APPLE**. Rita Farro will serve as our official recreation director. Rita says if she wasn't so content living in her Iowa cornfield -- she'd move to New York City. She wants you to love it as much as she does.

Transportation to New York City is not included. Maybe you live close enough to take a train. Maybe you have frequent flyer miles -- or you love to buy tickets on priceline.com. Just get yourself to New York City sometime on Wednesday, September 15. If you arrive at an airport (LaGuardia, JFK or Newark) before 3:00 PM -- we'll even pick you up and take you to the hotel.

NEW YORK CITY TRIP

September 15-17, 2004

Tentative Schedule:

Wednesday: September 15, 2004

Check into the Edison Hotel. We'll pick you up at the airport and take you directly to the hotel. We're staying in the theater district -- near Times Square and all the action. You'll have a cell phone number to contact us the minute you get into the city -- and we'll arrange a meeting spot. Probably a little hospitality suite at the hotel. We'll have a kick-off dinner at 7:00 at Carmine's Restaurant, INCREDIBLE Italian food! You'll get goody bags, maps of the city, the final itinerary, etc. LOTS OF SURPRISES at this celebration!! Rita is in charge of the evening entertainment...which means, of course, there will be cake...

Thursday, September 16, 2004

Breakfast in the hotel

10:00 -Noon: Fashion Institute (A special presentation, just for us.)

Noon -5:00 Lunch on your own and SHOPPING in the garment district (you'll have special maps of fabric store locations!)

5:00 to return to hotel

Dinner: Restaurant Row Coupons provided. Walking in small groups...

8:00 BROADWAY SHOW -- Lion King is our first choice, Mama Mia is our alternate

After-theater: New York City cheesecake!

Friday, September 17, 2004

Breakfast: in hotel

10:00 Bus to Metropolitan Museum. (afterwards, we'll walk through Central Park)

1:00 Lunch at Tavern On The Green (A New York City icon!)

2:30 Bus to Rockefeller Center for Art History Tour (Rita is thrilled!)

4:00 Bus pickup back to hotel

7:00 Final dinner and last night party with a birthday gift from Designs.

The price for our big 5th Anniversary Trip-to-the-Big-Apple is only \$875. per person (based on double occupancy**.) You'd pay that much for just the hotel room. BUT THIS PRICE INCLUDES the hotel, breakfast every morning, three special tours, two fabulous dinners, an incredible lunch AND A BROADWAY SHOW. Hey -- it's an unbelievable bargain. We'll take good care of you while in New York City. We've been negotiating this tour for months, and it will be a wonderful adventure.

Email: dholguin@dzgns.com to sign up. **DO IT NOW.**

Space is limited and only the first 25 readers can go on this fabulous trip to New York City.

SHOP WITH DESIGNS

NEW YORK NEW YORK

** If you don't want to share your room, there is an additional charge of \$375.