



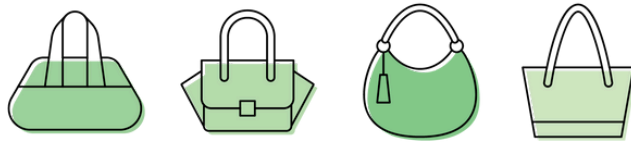
Friday, October 4th @ 11am Pacific

Event Planner

Your guide to the virtual event!

- Page 2: Introduction and Sponsor Information
- Page 3: Quick-Look Schedule of Presentations
- Pages 4-9: Session Description in Order of Time with Bios
- Page 10: How to Attend the Live Sessions of Your Choice
- Page 11: Zoom Instructions for Computers
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Welcome to Creative Spark's



BAG ENVY

LEARN THE SECRETS OF BAG MAKING

Hello to our fashionable friends!

We're excited to have you with us for this special event!

This planner is to help you make the most of the **Bag Envy Event** experience. If you can't make the live portion, never fear! All the recordings will be made available within 48 hours of the event and you'll have lifetime access to enjoy them!

We've done our best to anticipate your questions as many answers can be found in this planner. However, our team is here to help you before, during, and after the event. You can reach them at creativespark@ctpub.com.

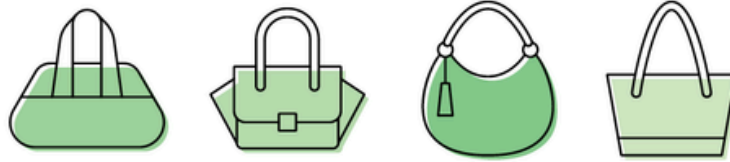
We look forward to seeing you at the event if you are attending.

Your hosts, Sophie Scardaci and Amy Barrett-Daffin

THANK YOU SPONSORS

Linked Logos





BAG ENVY

LEARN THE SECRETS OF BAG MAKING



SESSION PLANNER

11:00 AM Welcome, Event Overview and Prize Info

Learn how the Sessions work. Prizes are given out throughout the day.

11:10 AM Key Note Speakers: Jessica Barrera

Crafted with Passion: Handmade Boutique-Style Bags

12:25 PM Session 1 (45 min)

Room 1: **Jessica Oklaroots:** Crafting Professional Finishes: Edge Coating Essentials

Room 2: **Chris Hall Murphy:** Leather Quilting: A Modern Twist on Tradition

Room 3: **Sarah Markos:** Crafting the Perfect Fabric Purse Handles

1:35 PM Session 2 (45 min)

Room 1: **Hilarie Wakefield Dayton:** Pocket Patterns: Enhancing Handbag Function

Room 2: **Kaitlyn Howell:** Mastering Quilted Bag Binding

Room 3: **Christen Brown:** Vintage Elegance: Handbag Styles Through the Eras

2:35 PM Session 3 (45 min)

Room 1: **Natalie Santini:** Sewing with Faux Leather, Cork, and Glittery Vinyl

Room 2: **Lee Chappell Monroe:** It's in the Details: Tips for Better Bag Making

Room 3: **Linda McGehee:** Zipper Essentials: Tips for Perfect Zips

3:20 PM Event Finale

Giveaways and some direction on finding resources. Recordings available in 48 hours.

Bag Envy: Learn the Secrets of Bag Making

Schedule with Session Descriptions and Biographies

Friday, October 4th, 2024 at 11:00 AM PT

All times are Pacific Standard Time

11:00 AM Welcome, Event Overview and Prize Info:

Learn how the Sessions work. Prizes are given out throughout the day. While folks arrive, they will be greeted by event hosts Amy Barrett-Daffin and Sophie Scardaci.

11:10 AM Keynote Speaker: Jessica Barrera

Jessica Barrera, an author, designer, educator, and entrepreneur, has been creatively sewing and crafting since she was five. She studied entrepreneurship at the University of Wisconsin-Whitewater and now operates her own sewing pattern and supply company, Sallie Tomato, which aims to attract the next generations of sewing enthusiasts while appealing to current makers. A mom of two boys, she loves coffee, home decorating, boutique shopping, traveling, yoga, and being outdoors, and is a fan of classic, black-and-white movies.

Keynote Presentation: Crafted with Passion: Handmade Boutique-Style Bags: In this captivating keynote presentation, Jessica Barrera, the founder of Sallie Tomato, shares her bag-making journey. Sewing her first project at five years old, Jessica shares her path to launching her thriving business, Sallie Tomato. Jessica's passion is creating products and patterns that allow her customers to make boutique-style bags on their domestic machines. Join us as she offers valuable insights on transforming your sewing skills into beautiful bag creations, creating your next favorite bag, and the boundless possibilities.

- sallietomato.com
 - Facebook: [@SallieTomatoOfficial](https://www.facebook.com/SallieTomatoOfficial)
 - Instagram: [@sallietomatopatterns](https://www.instagram.com/sallietomatopatterns)
 - YouTube: [@SallieTomato](https://www.youtube.com/SallieTomato)
-

12:25 PM Session 1 (45 min)

Room 1: Jessica Oklaroots: Crafting Professional Finishes: Edge Coating Essentials

Jess OklaRoots, a professional beginner bag maker and instructor, is the owner of OklaRoots, a place to learn all about sewing, designing, crafts, and gathering inspiration on getting it all done. Jess' YouTube tutorials are your go-to for mastering every step of a pattern, whether you're a beginner or a seasoned crafter. Her teaching approach blends fun with practical guidance, catering primarily to beginners while also demonstrating that even complex bags are within reach for all sewing skill levels.

Crafting Professional Finishes: Edge Coating Essentials: Discover the art of edge coating—a transformative technique that effortlessly elevates your handmade creations to a professional standard. This technique can be used with vinyl, faux leather, cork, leather, and any raw edge material. Join Jess as she demonstrates various edge-coating methods using preferred tools and brands. You'll learn everything from water-resistant canvas-layered vinyl to intricate wallets and pouches. This demonstration will include painting the edges of small items like wristlet straps and more complicated items like wallets and pouches.

- shopoklaroots.com
- Blog:oklaroots.com/category/tutorials
- Facebook:[@OklaRoots](https://www.facebook.com/OklaRoots)
- Instagram:[@OklaRoots](https://www.instagram.com/OklaRoots)
- YouTube:[@JessOklaRoots](https://www.youtube.com/@JessOklaRoots)

Room 2: Chris Hall Murphy: Leather Quilting: A Modern Twist on Tradition

Chris Murphy's passion for sewing began at age 12 when she learned the basics from her Mom. While working in the corporate world over the past 30 years, she noticed a lack of functional, sophisticated handbags, inspiring her to create her own. This challenge led to Simply Classic, a brand dedicated to the art of bag making. Simply Classic aims to foster a welcoming community for sewists of all skill levels, empowering them to create designer-inspired bags at a fraction of retail prices.

Leather Quilting: A Modern Twist on Tradition: Discover expert tips and techniques for quilting leather to create stunning, high-end bags with Chris Murphy! Start with an overview of leather types and tanning options, then explore the three T's: Type, Thickness, and Temper. Learn how to choose the right leather—cow, goat, or lamb—and understand why thickness and temper matter. Simply straight-line quilted designs on bags are so popular, and sewists can easily achieve them once they know the correct techniques and materials to use.

- simplyclassic.net/
- Blog:simplyclassic.net/blog
- FacebookGroup:[@SimplyClassic](https://www.facebook.com/SimplyClassic)
- Instagram:[@Simply_Classic_Handbags](https://www.instagram.com/Simply_Classic_Handbags)
- YouTube:[@SimplyClassic](https://www.youtube.com/@SimplyClassic)

All times are Pacific Standard Time

Room 3: Sarah Markos: Crafting the Perfect Fabric Purse Handles

Sarah Markos is a creative powerhouse and instructor at Creative Spark. Fueled by vibrant fabrics, she crafts everything from Halloween costumes to stylish clothes and cozy quilts. Her true passion lies in designing exquisite handbags. She loves to include free sewing tutorials and sewing inspiration on her blog that can fuel other makers' creative journeys.

Crafting the Perfect Fabric Purse Handles: Create your own fabric purse handles in this engaging presentation with Sarah Markos! Tired of searching for matching handles? Learn how to create personalized handles using your favorite fabrics, which are suitable for almost any handbag design. Sarah will guide you through the step-by-step process, offering tips and various shape options for handle ends. Explore considerations for integrating them seamlessly into your projects and discover which bag styles they complement best. Plus, receive a downloadable PDF with handle-making instructions and a beginner-friendly bag pattern to kickstart your creativity!

- bluesusanmakes.com
 - Facebook: [@BlueSusanMakes](https://www.facebook.com/BlueSusanMakes)
 - Instagram: [@BlueSusanMakes](https://www.instagram.com/BlueSusanMakes)
-

1:35 PM Session 2 (45 min)

Room 1: Hilarie Wakefield Dayton: Pocket Patterns: Enhancing Handbag Functionality

Hilarie Wakefield Dayton, designer, author, and educator, owns Little Stitch Studio in Norfolk, VA, where she teaches sewing, garment construction, and fashion design. As a BERNINA Sewing Machines brand ambassador and active member of sewing and design organizations, she inspires crafters through in-person classes, workshops, and online platforms and encourages them to explore sewing and design. She authored *Sew Bags: The Practical Guide to Making Purses, Totes, Clutches & More* and resides in Norfolk, VA, with her family.

Pocket Patterns: Enhancing Handbag Functionality: Enhance your sewing and bag-making skills by exploring pocket design and development! Learn essential techniques such as creating patch pockets, and explore variations like basic unlined and lined options—complete with facings and bindings. Dive into the intricacies of shaping pockets, mastering curves, and utilizing tailor's tacks for precision. Explore the art of pocket design analysis, focusing on shape, size, and function, as well as expert tips on marking, placement, and achieving uniformity.

- littlestitchstudio.com
 - Blog: littlestitchstudionorfolk.com
 - Facebook: [@LittleStitchStudioNorfolk](https://www.facebook.com/LittleStitchStudioNorfolk)
 - Instagram: [@LittleStitchStudio](https://www.instagram.com/LittleStitchStudio)
-

Room 2: Kaitlyn Howell: Mastering Quilted Bag Binding

Kaitlyn Howell of Knot and Thread Design is an accomplished pattern designer, retail shop owner, and longarm quilter. She began teaching at 18 and has covered techniques like machine appliqué, binding, kids classes, and bag classes. Kaitlyn has taught for quilt guilds and quilt shops throughout the continental US. Now living in Orem, UT with her husband and two children, she enjoys spending her free time with family and sewing—especially when it's a quilt pattern that's not her own.

Mastering Quilted Bag Binding: Join Kaitlyn Howell for an exciting journey into the art of quilted bag binding! In this Bag Binding class, you'll learn the essential techniques and tools to finish your quilted bags with professional-looking bindings. A beautiful binding on the edges adds that perfect final touch to your creations and offers an opportunity to add your personality to your project. Whether you're a seasoned quilter looking to refine your skills or a beginner still getting your bearings in bag-making, this class will leave you feeling more confident in your binding skills.

- knotandthreaddesign.com
- Facebook: [@KnotAndThread](https://www.facebook.com/KnotAndThread)
- Instagram: [@KnotAndThread](https://www.instagram.com/KnotAndThread)
- YouTube: [@KnotAndThread](https://www.youtube.com/KnotAndThread)

Room 3: Christen Brown: Vintage Elegance: Handbag Styles Through the Eras

One of Christen Brown's fondest childhood memories was dressing up in pearls, holding a fan, carrying a handbag, and wearing oversized clip-on earrings. These "dress-up" days inspired her career in wearable art. Her grandmother's closet was filled with beaded dresses, soft velvet coats, and hatboxes of feathered, bowed, and bejeweled creations. Her mother's scented drawers revealed tiny, exquisite handbags, embroidered handkerchiefs, and designer jewels, all of which nurtured Christen's passion. These cherished memories influenced Christen's journey into embroidery and beaded embroidery.

Vintage Elegance: Handbag Styles Through the Eras: Join Christen Brown, a teacher and collector of wearable art, for an engaging presentation on vintage handbags and accessories. Explore an eclectic mix spanning many decades, eras, and influences, including beaded, embroidered, leather and fabric bags. Learn to identify styles, closures, techniques, and materials unique to each era. Christen will share tips on starting your collection, including online shopping, bidding, research, and advice on finding treasures at thrift stores, estate sales, and specialty events.

- christenbrown.com
- Blog: christenbrown.com/blog/
- Facebook: [@ChristenJBrown](https://www.facebook.com/ChristenJBrown)

2:35 PM Session 3 (45 min)

Room 1: Natalie Santini: Sewing with Faux Leather, Cork, and Glittery Vinyl

Natalie Santini, AKA Sew Hungry Hippie, is a self-taught sewist who started sewing with vinyl and faux leather from the very beginning. She has tried lots of techniques and has found what works for most. She loves sharing any knowledge she has that will help others. Natalie creates bag, garment, and quilt patterns with the intention of helping everyone—no matter their skill level. She believes that EVERYONE can do it, as long as YOU THINK YOU CAN!

Sewing with Faux Leather, Cork, and Glittery Vinyl: Explore the secrets to sewing with diverse materials like vinyl, faux leather, and cork! Learn essential tools and techniques firsthand, gaining the confidence to elevate your crafting skills. Natalie will help you tackle common challenges, offering practical solutions with easy-to-follow and fun instruction. This session promises to demystify complex materials and empower you to create with ease and precision.

- sewhungryhippie.com
- Facebook: [@SewHungryHippie](https://www.facebook.com/SewHungryHippie)
- Instagram: [@SewHungryHippie](https://www.instagram.com/SewHungryHippie)
- YouTube: [@SewHungryHippie](https://www.youtube.com/SewHungryHippie)

Room 2: Lee Chappell Monroe: It's in the Details: Tips for Better Bag Making

Lee Chappell Monroe has been creating since she first discovered crayons at the age of two! She loves everything fabric—from zippy pouches to queen-size quilts—and everything in between. With a love of color and bold graphic shapes, Lee enjoys designing patterns and teaching classes while sharing her adventures on her blog, maychappell.com. Lee is also a BERNINA Ambassador and Craftsy instructor. She lives in beautiful North Carolina with her dog, Agnes.

It's in the Details: Tips for Better Bag Making: Let's take your bag from homemade to handmade as Lee shares her top tips for bag making. From cutting your pieces to stitching, she'll talk about the best threads and sewing machine feet for your bag to look polished. She will demonstrate stitching with a variety of substrates, from vinyl to fine-lining fabrics. Plus, you will learn about the essential and helpful notions in bag making. Lee will show you how to top-stitch with precision and bury the threads to hide the start and stop. You will leave with lots of inspiration and ideas to create bags of all types.

- www.maychappell.com
- Facebook: [@maychappelldesign](https://www.facebook.com/maychappelldesign)
- Instagram: [@maychappell](https://www.instagram.com/maychappell)

Room 3: Linda McGehee: Zipper Essentials: Tips for Perfect Zips

Linda McGehee is a seasoned designer with 60 years of experience. From garments to handbags, she blends heirloom techniques with innovative surface manipulations. Her workshops and lectures span the globe, captivating audiences at tradeshow, conventions, and television appearances. Renowned for her easy-going style and meticulous attention to detail, Linda infuses every project with creativity and joy.

Zipper Essentials: Tips for Perfect Zips: Unlock the mystery of zippers in this engaging presentation! Often misunderstood as tricky, zippers can be effortlessly inserted with the proper techniques and tools. Discover multiple methods for seamlessly incorporating zippers into your projects, whether for functional pockets, secure closures in stylish handbags, or as a bold design feature. Learn how to make zippers the standout element that enhances the practicality and aesthetic appeal of your next bag creation.

● ghees.com

3:20 PM Event Finale: Last of the giveaways. Lots of Gratitude. Recordings will be ready by the end of the day Monday, October 7th.

The most asked questions we get are...

How do I get into the Live Session I want to attend? Do I need to register ahead of time?

You DO NOT need to register ahead of time for the sessions. There are no limits to the number of people in the Breakout Rooms. The hosts talk you through the process as well but we are sharing how it works here:

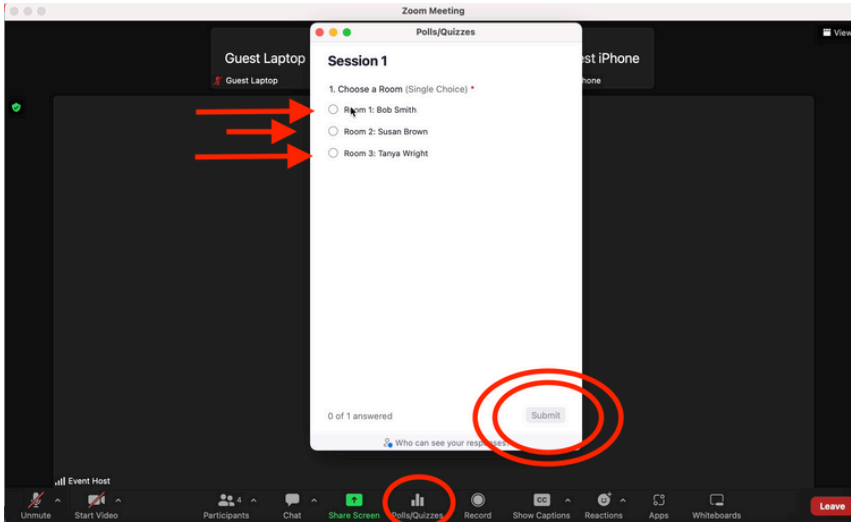
1. Everyone will be in the Main Room. The hosts will read the descriptions of the upcoming rooms.
2. Next, everyone will take a simple poll that asks which room you want to attend. Once most folks have taken the poll, the poll closes.
3. Our Tech Team, will open the Breakout Rooms and you will automatically be sent to the room you picked.
4. Your session will start at the scheduled time.
5. If you were not able to take the poll, hang tight. We have allotted time to help the few that need to get into the room of their choosing. You won't miss anything if you are part of this group.
6. Once the session is over you are automatically sent back to the Main Room.

We have included some visual/written instructions for taking polls, finding the chat and using Active Speaker mode on the following pages. There is a separate page for Computers, Tablets/iPads and Phones so that you can find the resources that match the device you are watching from.

These visual tutorials are on the following pages...

Zoom on a Computer

TAKE A POLL TO CHOOSE A ROOM

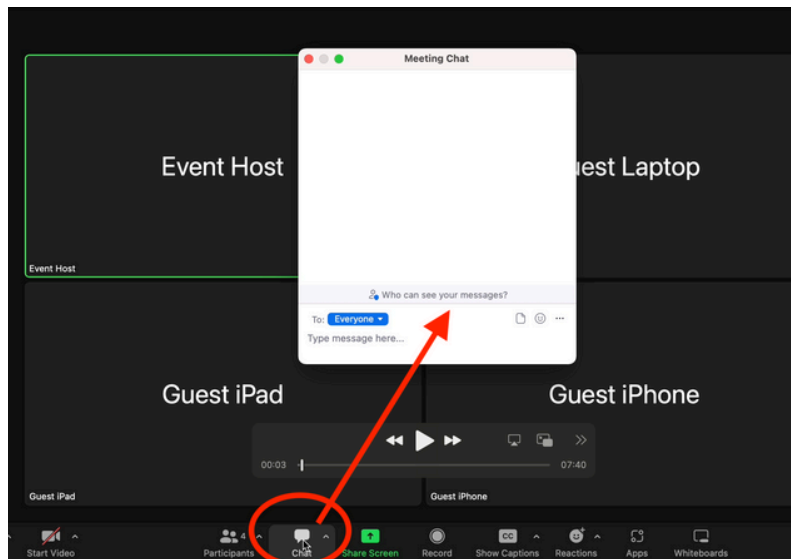


Polls: The host will start a poll and it will pop up in a window to the front. Pick a room and then click on the blue button that says SUBMIT. It will disappear.

OOPS! If you close the poll and do not answer or submit, you can reopen it.

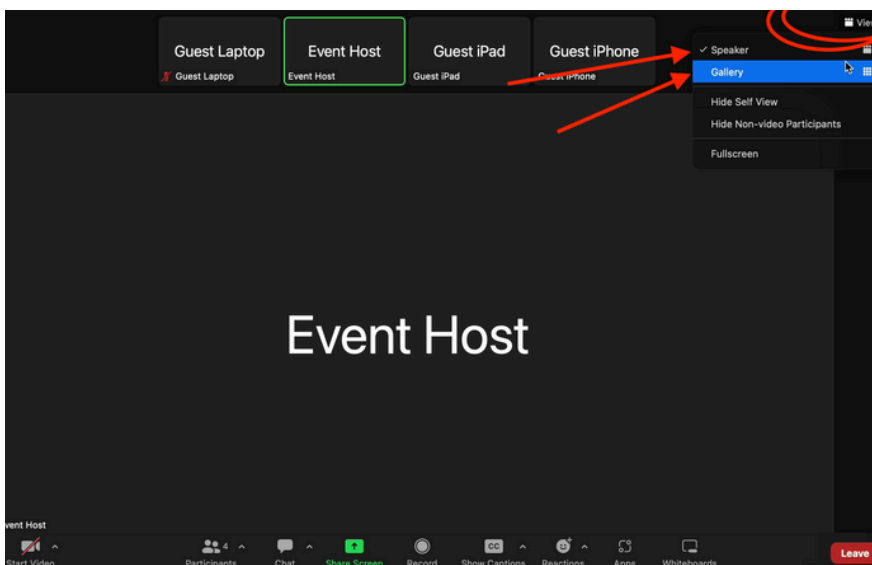
- At the bottom center menu click on Polls/Quizzes
- It will reopen the Poll. Take the poll and click SUBMIT.

CHAT



Chat is located on the bottom center menu. Click to open. You can drag the window to the side as well. It will stay open unless you close it.

ACTIVE SPEAKER OR GALLERY VIEW

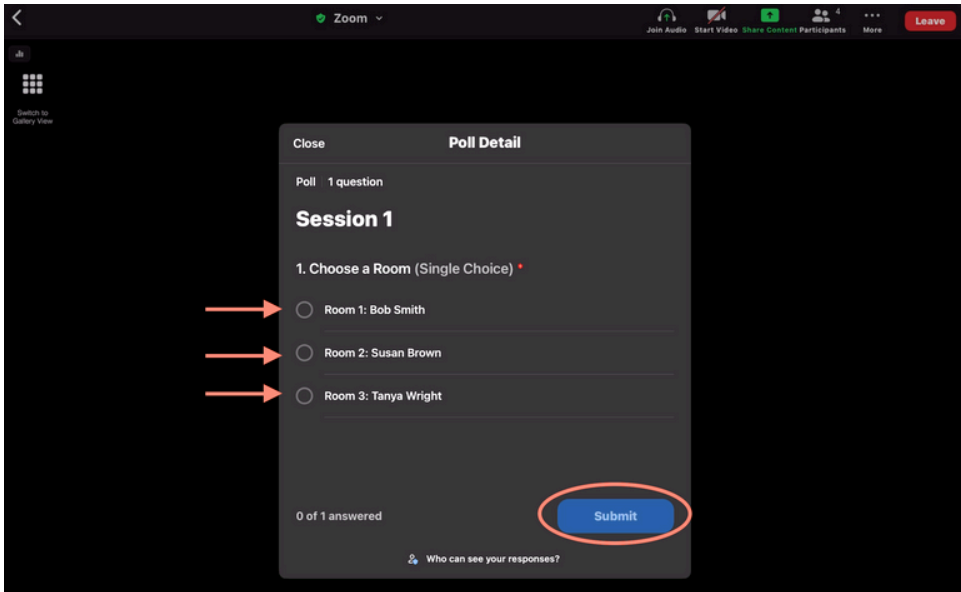


To switch between Active speaker and Gallery the icons will be on the upper right corner. Click to switch to the one you want. We recommend Active Speaker for the Breakout Rooms

Zoom on a Tablet/iPad

Note: Your Tablet may appear slightly different

TAKE A POLL TO CHOOSE A ROOM

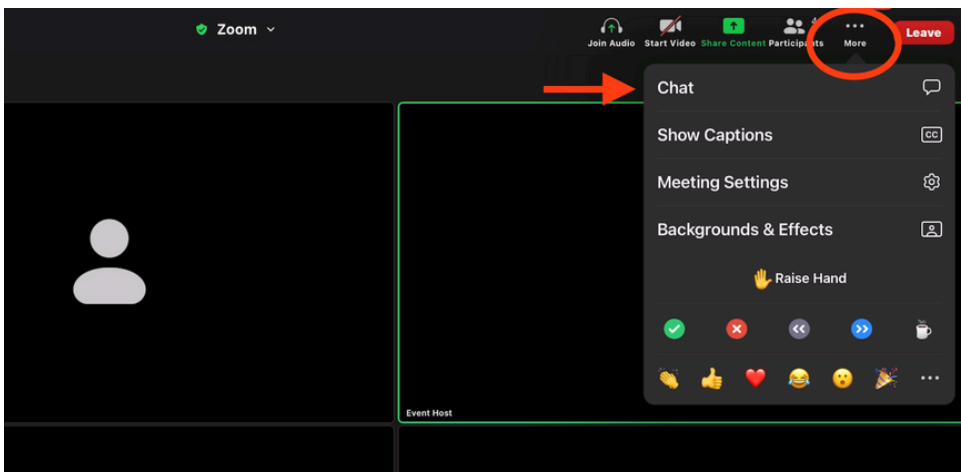


Polls: The host will start a poll and it will fill your screen. Pick a room and then click on the blue button that says SUBMIT. It will disappear.

OOPS! If you close the poll and do not answer or submit, you can reopen it.

- Just like the Chat, click on three dots above the word MORE.
- Click and pick Polls/Quizzes on the next screen.
- It will reopen the Poll. Take the poll and click SUBMIT.

USING THE CHAT

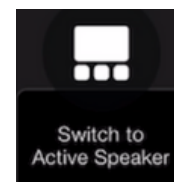
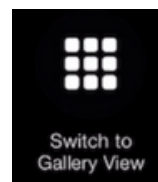


To open the chat look in the upper right corner:

- Click on "More" where the 3 dots are.
- Choose "Chat" from the menu.
- This is also where you can choose closed captioning.

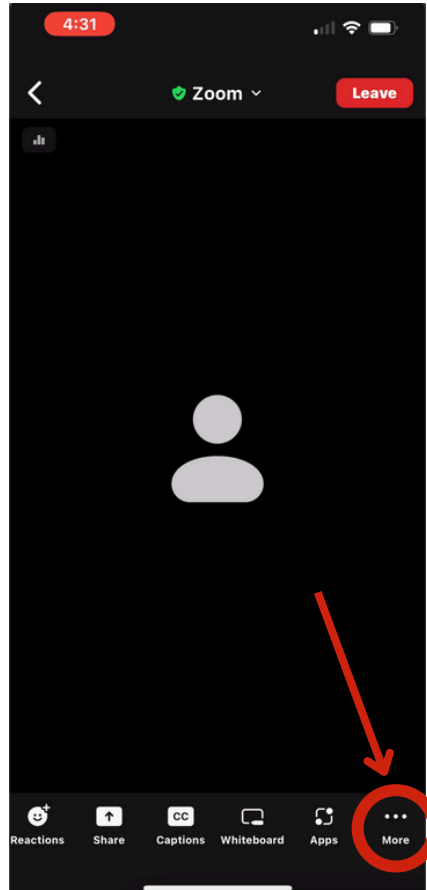
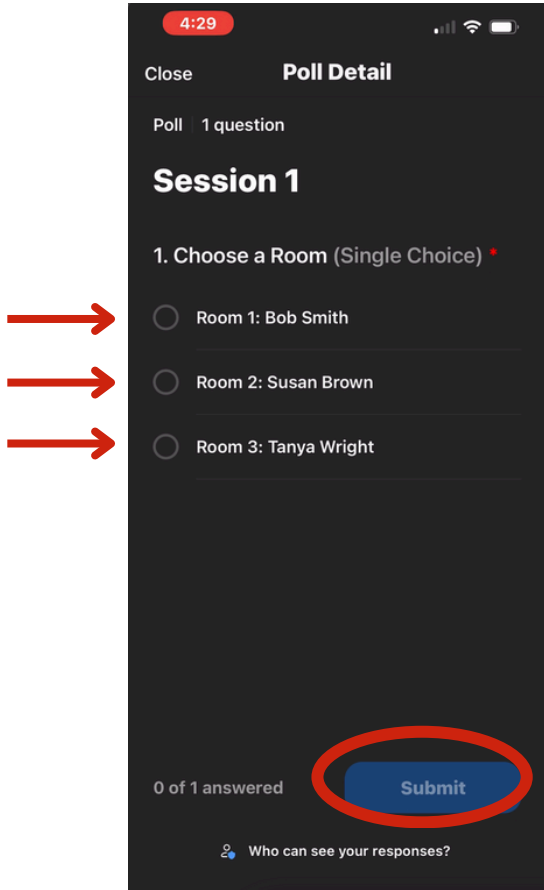
ACTIVE SPEAKER OR GALLERY VIEW

To switch between Active speaker and Gallery the icons will be on the upper left corner. Click to switch to the one you want. We recommend Active Speaker for the Breakout Rooms



Zoom on a Phone

TAKE A POLL TO CHOOSE A ROOM

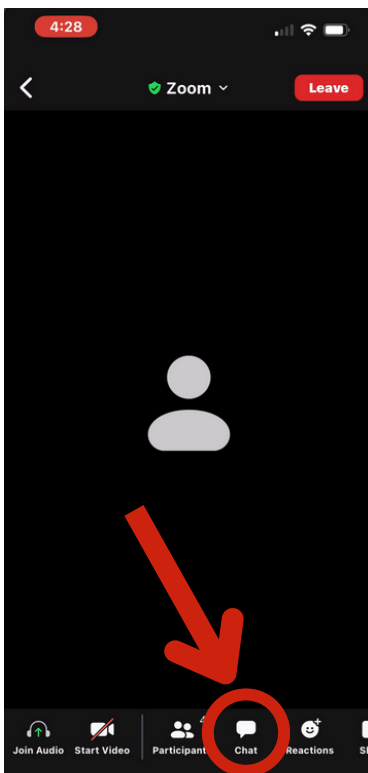


Polls: The host will start a poll and it will fill your screen. Pick a room and then click on the blue button that says SUBMIT. It will disappear.

OOPS! If you close the poll and do not answer or submit, you can reopen it.

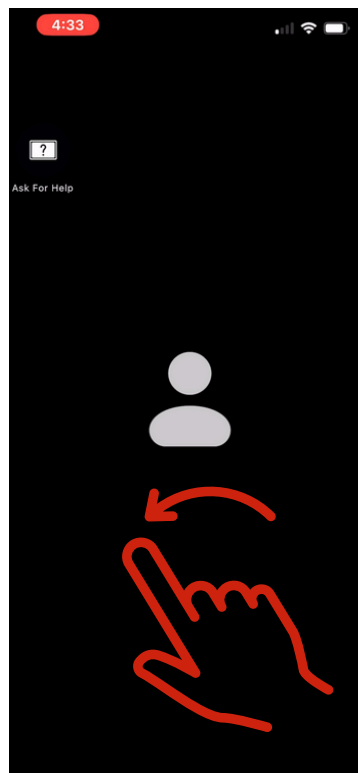
- Slide the menu at the bottom to the right.
- Find the three dots above the word MORE.
- Click and pick Polls/Quizzes on the next screen. It will reopen the Poll. Take the poll and click SUBMIT.

CHAT



To write something in the chat, click here.

ACTIVE SPEAKER OR GALLERY VIEW



The Active Speaker Screen is the main screen. If you swipe to the right, the gallery screens will show up. If you don't want gallery mode, swipe to the left until the Active Speaker screen shows.

Frequently Asked Questions

- **What do I need to do to prepare for the event?** First, you will need to log into your Creative Spark account and the event materials will live. There you can read about the topic and instructor of each session. You'll also find, the session schedule for the day. If you are attending LIVE, you'll also want to make sure you have the most updated version of Zoom installed on your computer or smart device.
- **Where do I find the Zoom link?** Approximately 24 hours before the event we will post the Zoom Link in your course materials. You will also receive an email with a direct link to the Zoom room the day before and a few hours before the event.
- **Do I need to choose which lectures I would like to watch LIVE ahead of time?** It is a good idea to take a look at the instructor lineup and course descriptions to get a general idea of what will be taught, however, you do not need to choose or notify us of your preferences ahead of time. We limit admission to the event to ensure that everyone enrolled has an equal opportunity to watch their preferred sessions.
- **Can I leave a breakout room if I decide I'd rather view a different lecture?** Absolutely! You will need to click on the button at the bottom that says "Leave". Choose "Leave Breakout Room" to be put back in the main room where someone will be waiting to help you navigate to the next session of your choice.
- **What if I accidentally leave the entire LIVE event?** You can always come back during the LIVE session by clicking on the Zoom Room invite link.
- **Do I have to be present for the entire LIVE event? What if I can't attend or end up with a schedule conflict?** Come when you can, leave when you must, rejoin for parts or watch later! Enrollment in the LIVE event gives you access to the recordings with no expiration. You can log into your Creative Spark account to view the recordings at any time.
- **Where do I find the Virtual Swag Bag?** When you open the Live Event course on the day of the event, the left-hand side has your course menu. Under the "Welcome" section, click the third block down that says "Virtual Swag and Special Sale". This is where we put coupons, a few downloads and anything instructors want to share.
- **How do I access the recordings?** We do our best to post the recordings within 24-48 hours of the LIVE Event. We will send you an email as soon as we have posted them on Creative Spark within your course materials.
- **How long do I have access to the recordings?** You can find the recordings when you access the event course on your account dashboard. You have lifetime access to the records to watch and rewatch as many times as you'd like! You can access them by logging into your Creative Spark account.

Still have a question? Email us at creativespark@ctpub.com

