

INSPIRED TO *Sew*

*A glimpse into the creative heart of today's
most talented sewing & quilting artists.*



sign of the Umami Café

place at the crest of the hill. As with the
this structure



Rita Farro and Rhonda Pierce.

This issue gives a glimpse into my work world. The love of sewing is not enough to sustain a career or job in the home sewing industry. Beyond obvious business skill sets, colleagues, friends, and confidants serve as the springboard to the next great thing and grounding when the road gets bumpy. Mix in a passion for sewing and I am the lucky one knowing and working with Rita Farro. Full of great ideas, insight, sass, savvy, heart, and common sense, Rita has attitude mixed with a kick in the butt.

Rita, who writes for **SCHMETZ Inspired to SEW**, issues 1 to 67, is the word master, not me, so I will keep this simple. Thank you for all your work and insight. You contribute to our sewing industry in ways that only you can. You, my friend, Rita, are a joy to work with and I am delighted to be your friend. I know our readers adore you just as much as I.

Sew SCHMETZ & Grabbit Too!

Rhonda

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What Inspires
YOU to Sew?



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There's an App for That!



Sewing
Star 

Rita Farro
The Woman Behind the Words

Issue #68





Madiera Beach, Florida

Rita Farro

Just three miles from the Mississippi River, in the Iowa cornfields, you'll find Rita Farro at home. If it's Monday, there are sheets drying on a clothesline after being laundered in a hand painted washer & dryer (doesn't everyone embellish home appliances?), enticing chocolate peanut butter cake baking in the oven, and Grandma Camp activities in progress. Mix in a laptop and a cell phone, Rita rocks my sewing world with heart and enthusiasm sprinkled with sarcasm.

Who is Rita Farro? If you have been reading **SCHMETZ Inspired to Sew** since issue #1, then you have read Rita's writing. Rita

interviews the feature talent each month. Her mission is to tell their sewing stories in writing for publication. With countless classes from the Des Moines Writers' Workshop, Rita has honed her craft. Rita is a writer.

Rita and I met over 10 years ago in Las Vegas at the Vacuum and Sewing Dealers Trade Association (VDTA) wholesale show. We exchanged pleasantries. I was a bit intimidated by Rita's confidence and boldness. We have mutual industry friends. Our paths crossed at the now defunct American Sewing Expo in Novi, MI. As a vendor, I was interacting with Rita, public



S.E.W. Retreat 2018

relations director for the show. Again, our paths crossed with Rita as publicity director for the Sewing & Stitchery Expo in Puyallup, WA.

Funny, I don't remember the exact date that I called Rita asking if she would like to come on board as an advisor for product placement and marketing, although I am certain I could document the conversation in one of my work journals that I don't feel like perusing right now. That was 10 years ago, and our brainstorming and conversations now are just as spirited and insightful as our first.

Rita's sewing industry experience is varied. As a former Husqvarna Viking sewing machine dealer in Clinton, Iowa, Rita counsels with the small business perspective. As a public speaker, Rita delivers customer service insights and business strategies that only a small business owner can appreciate. As an author of three books, Rita's most popular title is **Life is Not a Dress Size, Rita Farro's Guide to Attitude, Style and a New You**. She wittily rephrased the title as "*feeling like Cher and dressing like Rosanne*." Rita's humor and practicality captured the attention of a loyal fan base. When she partnered with Mary Mulari to create the traveling Midwest YaYa Sisters stage show, their fan base expanded and solidified with affection.



Frankensewing for the gym.

Rita does not consider herself a quilter, nor a sewist. However, with one of two treasured Singer Featherweights, Rita created her own sewing niche, “*frankensewing*.” Obsessed with funny and snarky t-shirts, Rita thrives on mixing clothing function with fast fashion solutions trimmed in t-shirt fringe. Not spending more than \$.50 on t-shirts, she finds thrift shops and estate sales ripe for discovering and recreating sewing treasures.

For ten years, nearly daily, Rita captures a glimpse of her life with words and pics in Rita’s Sew Fun blog: <http://ritassewfun.blogspot.com/>.

Besides a few good recipes for her family tradition, chocolate peanut butter cake, and obsession with popovers, Rita shares mostly great moments of family life that sometimes go unrecognized, frankensewing projects, and a love for life and its quirks.

Rita treats life like a favorite puzzle, plucking random pieces until they fit. Who is Rita Farro? Writer, sewing industry professional, entertainer, and to me, colleague, confidante and friend.

— written by Rhonda Pierce



Rita modeling Mary Mulari's Crisscross Apron.

A Message from Mary Mulari

"There's no question about it ... Rita Farro puts the fun in sewing, writing, and in life. She writes and cares about topics ranging from bed linens to stain removal and ingenious ways to recycle clothing. She's convinced her grandchildren and family that sewing is magical and miraculous. She finds humor in everyday life and doesn't hesitate to share it in her blog.

I've been fortunate to share the stage with her as the second half of the Midwest YaYa Sisters. We always offer some serious and useful sewing information, but the stories and outrageous projects seem to have a greater appeal as our audience laughs

throughout our presentation. Rita knows how to entertain and if she tires of writing about sewing stars, she could consider "standup comedian" as a new career.

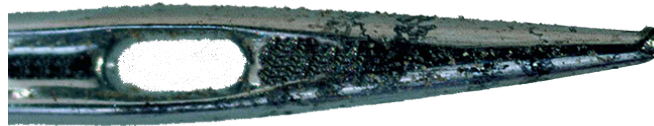
I join Rhonda in saluting our friend Rita. This is a great opportunity to acknowledge and appreciate all she contributes to the world of sewing and to our lives.

*Make sure you continue to read her feature stories in the upcoming issues of **SCHMETZ Inspired to Sew.**"*



Needle Points with Rhonda

Clues to Change Your Needle



Dull or Worn Needles

result in:

- Damaged or broken threads •
 - Skipped stitches •
- Puckered or damaged fabrics •
 - Uneven seams •
- Popping or clunking sound •

Sew SCHMETZ!



Needles don't last forever.

Change the needle!

*Stitch quality improves &
the sewing machine performs
better with a new needle!*

