



2018 Chain Link Conference Overview

Classes

Our Conference instructors are world-renowned experts in their fields – take a class at the CGOA Conference to learn a new technique or renew your love of crochet. We have classes for the novice through the seasoned crocheter – make the most of your conference experience by taking a class (or two, or three ...). In addition, CGOA is offering its Master Crochet the CGOA Way *AND* its Professional Development Day – The Business of Crochet both on Wednesday, July 25.

CGOA is proud that the Craft Yarn Council is hosting its Certified Instructor Program in conjunction with the 2018 Chain Link Conference, beginning on Sunday morning through Monday afternoon at our conference hotel.

Shopping

Shop 'til you drop in our Exhibitor Market – overflowing with the products to add pizzazz to your projects! Find fibers, yarns, tools, patterns, kits, books, CDs, threads, buttons ... if it's crochet-related you'll find it on the show floor! CGOA members get in for FREE! Check [here](#) to see the latest list of exhibitors.

CGOA Design Competition Display

Visit the 2018 CGOA Design Competition display in the Mt. Adams Market Place and cast a ballot for the People's Choice Award. The winner will be announced at the Banquet and Fashion Show on Saturday evening.



Lion Brand Crochet Lounge

The Lounge, in the Garden Foyer on the first floor, will be open throughout the Conference – a great spot to sit and crochet, catch-up with old friends or get to know someone new! The Lounge will be open on Thursday 10am-6 pm, Friday and Saturday 8:00 am - 5:00 pm.

Buddy Program and Breakfast

First time Chain Link attendees are paired with seasoned conference-goers in an effort to make the newbies feel welcomed and involved, as well as give the mentors a chance to share all of the wisdom and knowledge they have gathered. Sign up to participate in the free Buddy Program during registration. Another perk of the Program is that you will receive a crocheted pin upon check-in at the CGOA desk. Be sure to wear your pin throughout the conference so that other newbies/mentors can identify you. There will also be a Buddy Program Breakfast from 7:30-8:50 am on Friday morning in the Mt. Adams Ballroom. You can purchase breakfast at the hotel's coffee shop or Rose Compass Restaurant and bring your plate to the Mt. Adams room.

The Lace Buttons Crochet Hook Collection

The Lace Buttons Crochet Hook Collection, curated by Nancy Nehring and sponsored by Susan Bates, will be on display during the CGOA conference. Nearly 300 amazing antique and vintage hooks dating back to 1845 will be on display including hooks made of ivory, bone, brass, aluminum, steel and plastic. The display will be in the exhibit hall (Mt. Hood Ballroom) Thursday night during the Market Preview and during Market hours on Saturday.

Thursday, July 26 Events

CGOA Business Meeting: 6:15 - 7 pm @ Mt. Adams Ballroom

Come to the Annual Business Meeting to learn about the state of the association and meet the Board of Directors and Celtic team. There is no fee – all members are welcome.

Yarn Tasting @ Mt. Hood Foyer

Come to the yarn tasting in the Mt. Hood Foyer outside Marketplace where you can taste yarns from our vendors. You will be able to crochet with the yarns and take a sample with you while creating a menu for future reference. Skacel will provide hooks to use at the Yarn Tasting. The Skacel hooks will be given away as a door prize on Saturday. Thursday 12pm-10pm, Friday 10am-6pm, and Saturday 10am-5pm.

Shopping Preview in the Market Place Open: 7-10 pm @ Mt. Hood Ballroom

Be there Thursday evening when booths open EXCLUSIVELY for member attendees. Get the first chance to look and start buying (and exhibitors MAY be offering some Thursday-only deals – watch for more information to be posted!).

Friday, July 27 Events



Fastest Fingers: 12:30 pm @ Mt. Hood Foyer

Compete all in fun against fellow crocheters for the title of Fastest Fingers of Chain Link Portland 2018. Fun is sure to be had, cheer your friends on. Anyone can compete, practice now. Contestants will be granted on a first come first serve basis. The contest will last 15 minutes and judges will make sure the square is made to pattern and count the number of 3dc groupings completed in square to verify the top 5 finalists. The finals contest will take place on Saturday at 12:30pm.

Excellence in Crochet Awards Evening: 6:15 - 7:30 pm @ Mt. Adams Ballroom

Spend your Friday night celebrating the inspiring art of crochet. Learn the winners of the CGOA Design Competition, applaud those hard-working crocheters who have earned their Master Pins and Certificates and walk away with a gift from the Sharing and Caring gift exchange.

Speaker Suzann Thompson

We are also pleased to announce a special presentation by Suzann Thompson, designer, speaker, author and artist with a long tradition of needlework. She learned to knit and crochet as a child. Though she later earned a bachelor's degree in biology from The University of Texas at Austin, these crafts became first her avocation and then her career. She gained skill by teaching others and designing needlework and craft projects for publication in magazines and books. Beginning in the 1990s, Suzann explored the possibilities of using knitting and crochet to create art. She developed a signature technique called TextileFusion, which combined knitting, crochet, quilting, and embellishment. Since 2016, an on-going project of Suzann's has been Celebrate Doilies, an exhibit showcasing her art alongside stories and photos of needlework made in families from her community and beyond. She lives in rural Texas in a compressed earth block house with her husband, teenage daughter, and two dogs. Her eldest daughter recently graduated from college.

Sharing and Caring Gift Exchange

Our Sharing and Caring crochet gift exchange will be held at the Chain Link Conference again this year. We will handle this like last year to ensure each participant gets a gift and can thank the giver in person. To participate, crochet an item that you would like to receive yourself as a

gift, with a materials cost of no more than \$15. Wrap the gift and include your name, contact information and email inside the packaging so that the recipient will be able to thank you. The sharing and caring gift exchange will be held on Friday night immediately following the Excellence in Crochet awards and Masters pinning ceremony. Bring your wrapped sharing and caring gift on Friday night. Volunteers will be on hand to collect the gifts. Hand your gift to a volunteer and receive a numbered ticket. We will call numbers so that those who arrived first will get the first chance to select a gift. We will continue until all numbers are called. Then the fun begins! We will open our gifts, show the lovely crocheted items, and the maker can introduce themselves and tell us about the item they crocheted. It is a great way to meet other crocheters and get inspired by their creations. There is no charge to attend the Excellence in Crochet event.

Saturday, July 28 Events

Editorial Meet & Greet: 10:30 - 1:30 pm @ Mt. Adams

As we have in the past, the Editorial Meet & Greet will be held Saturday starting at 10:30am and ending at 1:30pm. If you haven't attended conference before, this is a very unique opportunity to sit down with Editors and Design Directors to show your work and possibly form a business relationship.

In the past this has really just been for designers (both first time and experienced) to meet with publishers and yarn companies. This year we are officially inviting Technical Editors and Contract Crocheters (also known as Pattern Testers) to join in this event.

Participating Companies in 2018 CGOA Editorial Meet & Greet

We have five companies participating this year. Red Heart, Annie's, Leisure Arts, Simply Crochet Magazine and Scheepjes Yarn. We are so excited to provide you with a profile of each company participating in the Editorial Meet & Greet at the 2018 Chain Link Conference in Portland. This is a very unique opportunity for you to show your work (design, technical editing and contract crochet) to nationally and internationally respected company representatives for the purpose of forming business relationships. Each company completed a questionnaire providing us with information that is presented below to assist you in preparing for meetings with them.

Company: Red Heart

Type of Business: Yarn Company

Representative: Bobbie Matela, Inspiration Manager

Where will designs appear: website, social media, advertising, signage

Seeking:

Original Designs: Yes

Technical Editing: Yes

Pattern Testing: Yes (but seldom use)

Types of Designs: All types (garments, accessories, home décor)

Skill level: Beginner and Easy

Single or Collection: Single designs

Additional Information: Only interested in working with a firm deadline. We need to receive all patterns and other paperwork digitally.

Company: Leisure Arts, Inc.

Type of Business: Publishing

Representative: Tona Jolly, Editorial Publication Director

Where will designs appear: Publications and website

Seeking:

Original Designs: Yes

Technical Editing: Yes

Pattern Testing: No

Types of Designs: All types including garments, accessories and home décor

Skill level: Beginner to intermediate...some advanced

Single or Collection: Collections

Additional Information: Submission guidelines can be found at

www.leisurearts.com/design-submission-guide

Company: Annie's

Type of Business: Publishing

Representative: Jackie Daugherty, Crochet Editor

Where will designs appear: Publications, website, pattern books, online instructional videos

Seeking:

Original Designs: Yes

Technical Editing: Yes

Pattern Testing: Yes (contract crocheters)

Types of Designs: garments, accessories, home décor, baby, child (garments and toys)

Skill level: Easy to Intermediate

Single Designs or Collection: Both

Additional Information: None

Company: Scheepjes

Type of Business: Yarn Company

Representative: Anita Mundt, Creative Director

Where will designs appear: YARN bookazine & After Party booklets

Seeking:

Original Designs: Yes

Technical Editing: Yes

Pattern Testing: No

Types of Designs: Garments, Accessories, Home Décor and Children's Items

Skill level: All skill levels

Single Designs or Collection: Both

Additional Information: I wish to see an example of your crochet (finished and blocked to submission standard) and a selection of design ideas on paper (drawings, sketches, stitch details, etc.). I will not be commissioning any items on the day of the meet and greet itself, but will be in contact via email afterwards to secure commissions.

Company: Immediate Media

Type of Business: Publishing

Representative: Sara Huntington, Commissioning Editor

Where will designs appear: Simply Crochet Magazine, print and digital

Seeking:

Original Designs: Yes

Technical Editing: Yes

Pattern Testing: Yes

Types of Designs: All types of designs considered

Skill level: All skill levels considered

Single Designs or Collection: Single designs

Additional Information:

1) Read the magazine and familiarize yourself with the style, content and different sections.

a) Style – it is important that what you pitch to the Editor matches the style of the magazine. This means choosing designs and colour choices to reflect Simply Crochet's modern, stylish look.

b) Content – make yourself aware of the different types of projects that appear in each issue – it may help you identify where your best chances of gaining a commission may be. Pitching 5 different shawl designs may be less successful than pitching a broader range of options including other accessories, homewares and baby items.

c) Different Sections – A knowledge of different sections within the magazine will impress a commissioning Editor. If you target these sections specifically with ideas, it will set you apart from the majority of other designers.

Remember – An Editor wants to know that you are keen to work for THEIR title and have researched and understand the publication. An “I want to get published (but don’t really mind where)” approach will be less impressive.

2) Presenting your ideas

Do not feel you have to produce a ready-made sample to show. In fact, this is not always what a commissioning editor is looking for as they are likely to tweak designs and change yarns to suit the issue they are working on. What they need to see is a good representation of inspiration in some kind of mood board, construction and style shown in a well-executed sketch and stitch pattern in the form of a swatch or photograph of a swatch. Please see the attached for some examples of excellent design submission documents to help you.

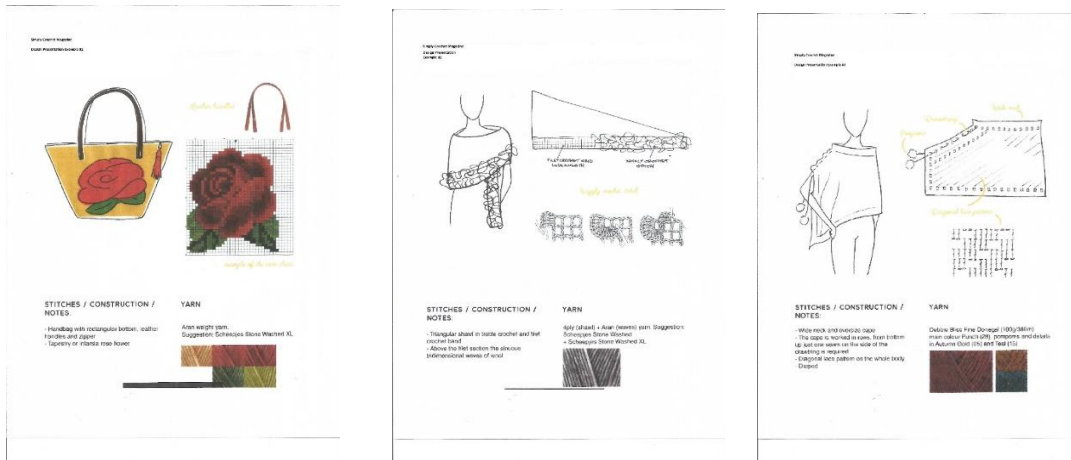
Remember, the more ideas you submit, the more likely are your chances of gaining a commission.

3) Be creative – Try to bear in mind that the commissioning Editors will get shown ideas for shawls and blankets, etc., every day. If you want your design to get noticed then you will need to show something creative and original and prove that you can execute it well and to deadline.

4) Technical Ability – you must make clear the extent of your pattern writing experience and whether or not you have grading knowledge. If possible, provide evidence.

5) Your Expectations – British Magazines will rarely commission something on the spot and it is unlikely that you will be able to “sell” a design to an Editor at the conference simply because this is not the way the British system of commissioning works. The commissioning Editor will be on the lookout for new and original talent as well as technical expertise and designers who specialize in specific areas of crochet. They will be looking to understand and familiarize themselves with your style and body of work with a view to developing an ongoing working relationship. Your job in the meet and greet is to convince them that you are a person whose creative designs and commitment would make the basis of just such a relationship.

Simply Crochet Magazine Design Presentation Examples:





Fastest Fingers Finals: 12:30 pm @ Mt. Hood Foyer

als contest will take place on Saturday at 12:30 pm in the foyer. The finalists will compete for the top 3 money prizes!



CGOA Grand Finale Fashion Show & Banquet: 6:30 - 9 pm @ Mt. Helens

Ballroom

The Grand Finale Fashion Show and Banquet is a celebratory event where old friends and new ones come together one last time to honor the newest inductee to the Jean Leinhauser Crochet Hall of Fame, applaud the amazing fashion show entries and enjoy conference time well spent. Again this year, we'll have RESERVED seating at the banquet – taking all of the stress out of finding a table (instructions for selecting your table will be sent before the Conference). The only things on your agenda will be relaxing with great friends, enjoying a good meal and being inspired by amazing fashions.

Submitting Entries to the CGOA Member Fashion Show

There is no fee for individual CGOA members to enter. You must be attending conference to enter, no mail in items will be accepted. **Limit: TWO garments or ONE ensemble per person.** Make two copies of each form (one garment per form – must be easily readable):

1. Attach one copy to your garment and bring to the registration desk no later than 4 pm on Thursday, July 26.
2. Make sure to keep a copy for yourself.

Please plan to pick up your garment at the end of the banquet on Saturday evening.

How to keep your garment from being rejected: Garments without forms or with unreadable forms will be rejected. Garment description must be complete. Garments without sewn in labels will be rejected (each garment must have a sewn in label identifying who to return it to). Forms and garments need to be turned in on time. You must be attending the conference.