

**HAPPY SPRING!**

We just finished the Puyallup show last month and have had lovely comments about the fashion show that Marta and I produce for McCall's, Vogue, and Butterick. They sent us some fabulous clothes like these dresses—a shirred knit and a retro dress. There were lots of waistline dresses. Batik Butik made up our shoulder princess shirtdress M5847 in one of its Bali prints. Our knit top M6513 was a favorite. We sold out of the pattern in our booth.

We also had Pamela Leggett, **Palmer/Pletsch East** workshop teacher and owner of Pamela's Patterns ([www.pamelaspatterns.com](http://www.pamelaspatterns.com)), in our booth with her patterns and products; and Nancy Nix-Rice, author of *Looking Good* and the DVD *Looking Good Live!*, ([www.nancynixrice.com](http://www.nancynixrice.com)) attended the show for the first time with her own booth. I introduced Nancy Seifert and Pamela at the fashion show to promote their workshop locations. (Nancy is our workshop teacher in Seattle.) Many of you stopped by our booth to say hi. Jean Baxter told us to put her down for the new Knit Workshop, but by the time I got home, it was full. So she will come to Sewing Camp and work on knits! Janice Aston and Meryl Wynne had their annual photo op with me and Marta. Janice, who is a Palmer/Pletsch CSI, started a sewing business in Calgary and has been very successful, but not quite enough yet to close down her company and do it full time. Go girl! I shared her business card with you in the last newsletter.

Remember, this newsletter is for you, so if you have news about sewing, teaching sewing, or growing your business, send it to me to share in the next newsletter.

*Happy Sewing,  
Pati Palmer*



Vogue 1314



McCall's 6513



McCall's 5847



Butterick 5846

# News from Palmer/Pletsch

## INTERFACING IDEA

We love our interfacing line and so do those who have discovered it. I'd love to get the word out better. The profit margin in our interfacings is very slim, so I am not able to actually hire a person to go out and give free seminars, though that is what I did in my first sewing industry job as an educational representative for Armo Interfacing Co. Many of you have told me that you have taught free interfacing seminars at ASG groups as a way to promote your own hands-on classes. Some have also offered an interfacing seminar, 1½ hours for \$25 a person. Some of you have sold the interfacings at seminars or shows where you had a booth. We love it! I'd love for you to make money teaching and selling product for yourself or a store you are affiliated with.

**So, what is my idea? I am looking for a few of our teachers who want to be the go-to person in a region to teach interfacing seminars.** I would give you yardage for making samples, the updated slide program and, if you are able to drive to locations nearby and teach an interfacing class, I would list you on our website with your contact information for a seminar. If you are currently affiliated with a store, you might make sure the owner would



approve of this since you could end up at a competing store.

I'd like you to be familiar with our interfacings, like them, and be an active user of them. Tell me what area you'd be able to cover since that info should go on the website as well.

## CERTIFICATION

I mentioned that **we can add your photo to your CSI listing**, but only two of you sent me a photo – Linda Barry from Perth, Australia, and Alison Henson in New Zealand. We hope that being listed on our website helps you get noticed, and if you send us a jpeg of you, your listing will stand out even more!

**You can renew your CSI online** at [http://www.palmerpletsch.com/workshop\\_teachtrain.htm](http://www.palmerpletsch.com/workshop_teachtrain.htm). Then you can email me your PDUs. I am giving you the form as a Word file to make this easier. If your CSI has lapsed, simply reapply using the same link. **Check your listing on our website to see if you want anything changed.** We offer to post your name, city and state, phone number, email, website, and photo, but content is your decision.

If you want changes, send them to Linda Wisner, Design Director, Palmer/ Pletsch at [wizbiz@wisnercreative.com](mailto:wizbiz@wisnercreative.com).

## CONSIDER THE BEGINNER SEWING TEACHER TRAINING WORKSHOP NEXT FALL

The demand for beginning sewing classes is growing rapidly. As I've mentioned before, our beginner classes at the Palmer/Pletsch School of Sewing at the Fabric Depot are full with waitlists.

To train more teachers, we are offering another Beginning Sewing Teacher Training workshop Sept. 27–30, 2013. Janet Corzatt's system works well. You become "the beginner" at the workshop and you go home ready to teach. You will have made all of the samples your students will be making and have the garments ready for display to promote your class.

Consider joining us for this workshop. Many already have and have had good success. In fact, **I'd love you to share if you've had success with this program.** It is perfect for quilt stores wanting to test fashion since the projects are done in quilting cottons.



## THE FOUR-DAY SERGER WORKSHOP CAN COME TO YOU.

We decided a few years ago to stop offering the Creative Serging workshop here in Portland, and some of you may be wishing you could have experienced it. Well, you can bring Marta right into your sewing room with our **Master Your Serger at Home** program.

You can do the course in four days or in four weeks if your schedule is busy. You will receive:

- Three DVDs with Marta Alto teaching the 4-day workshop. She shows garments where she has used each technique. You can then watch close-up video of Marta serging each sample and teaching you how to do it. The DVDs are a total of 4½ hours of video.
- A notebook with printed pages for mounting samples and recording tension and stitch length and width with page references to *Sewing with Sergers*, *Creative Serging*, and *Creative Serging for the Home* books.
- Pre-cut and appropriate fabrics for all 47 samples. There is a bag labeled for each of the four days.
- A copy of the latest edition of *Sewing with Sergers*, *Creative Serging*, and *Creative Serging for the Home* books to use as references.
- 90 days worth of free consulting with Marta if you have trouble with any of the samples.

This home workshop is \$495 plus shipping. Learn more at [www.palmerpletsch.com/sergerhomeworkshop.htm](http://www.palmerpletsch.com/sergerhomeworkshop.htm)

OUR 4-DAY WORKSHOP COMES TO YOU!

Play the enclosed DVD to watch Marta Alto, serger expert, demonstrate how to make each sample.

Palmer/Pletsch  
**MASTER YOUR SERGER** at Home

The workshop kit includes:

- Four packets of pre-cut fabric and trims stacked in order of samples.
- Notebook with printed pages on which to mount samples and space to write tensions and stitch settings.

Three popular Palmer/Pletsch serging books with page references on the notebook pages.

Master  
Serging  
with  
Marta!

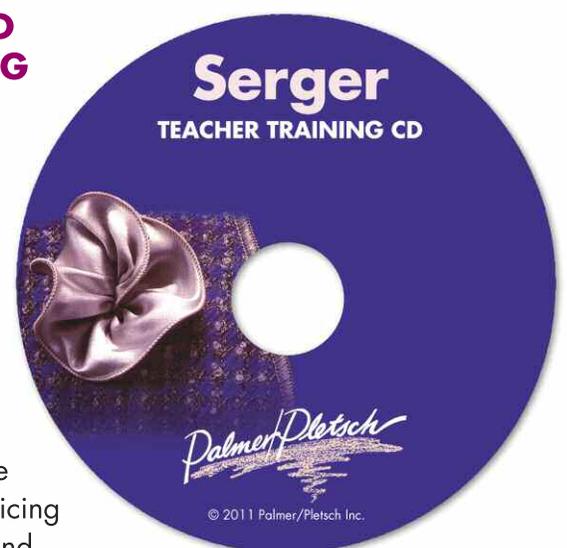
If you are thinking of teaching serger classes or workshops, this will get you started. You will make a sample notebook which will have all the samples you need for teaching.

## TEACHER TRAINING CD FOR CREATIVE SERGING

This TEACHER TRAINING CD includes printable sample page PDFs for teaching a 5-hour Super Beginner Serger Workshop, a 1-day Hands-on Workshop, and notebook pages for a 4-day Hands-on Workshop PLUS 287 slides in PowerPoint with script so that you can also teach slide/lecture seminars. Also, included are pricing ideas, classroom set-up ideas, and class formats for teaching serger classes, as well as marketing ideas and more. The **Serger Teacher Training CD** is \$195.

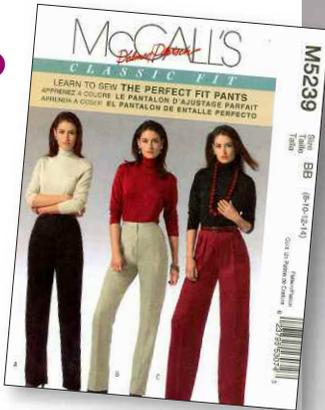
## Would you like to be certified in Creative Serging?

Send your sample notebook to us to review and comment. If you pass, you can apply to be a certified instructor.



**PANT FIT TEACHING  
PATTERN IS  
NOW  
DISCONTINUED**

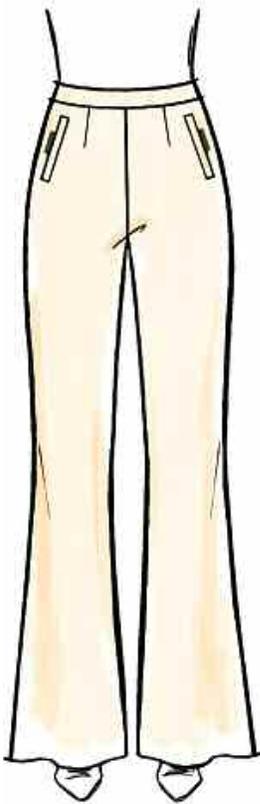
I warned you last fall that McCall's would be discontinuing our pant pattern. We had about a month's notice, so Pamela, Nancy, Janet, and I bought up all we could at JoAnn sales.



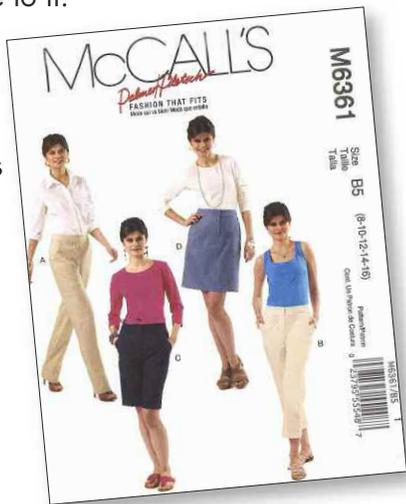
I have told you that we will have a new pattern and I took note of suggestions several of you made (see page 9). I made suggestions to McCall's for a new pant fit pattern with all sizes in one envelope. The views would be limited, but people are liking plain pants these days vs. trousers.

In the meantime, we have a great new pattern coming out for a pant and skirt, M6757. It has all the fit info and alteration lines on the tissue as did View A in M5239. The new pant has a back zipper and contour band, but you could use a regular band if you wanted to. The best news about the pant is that it has the vertical single-welt pocket with all the pattern pieces for making it! Of course it is optional in the first pair of pants, but it could be added to the second pair. The leg has a slight fit and flare to it.

**New pant/skirt pattern M6757** shown with our new M6750 Oprah collar shirt. A great teaching pattern.



M6361 has also been a favorite choice during workshops and has details people like.

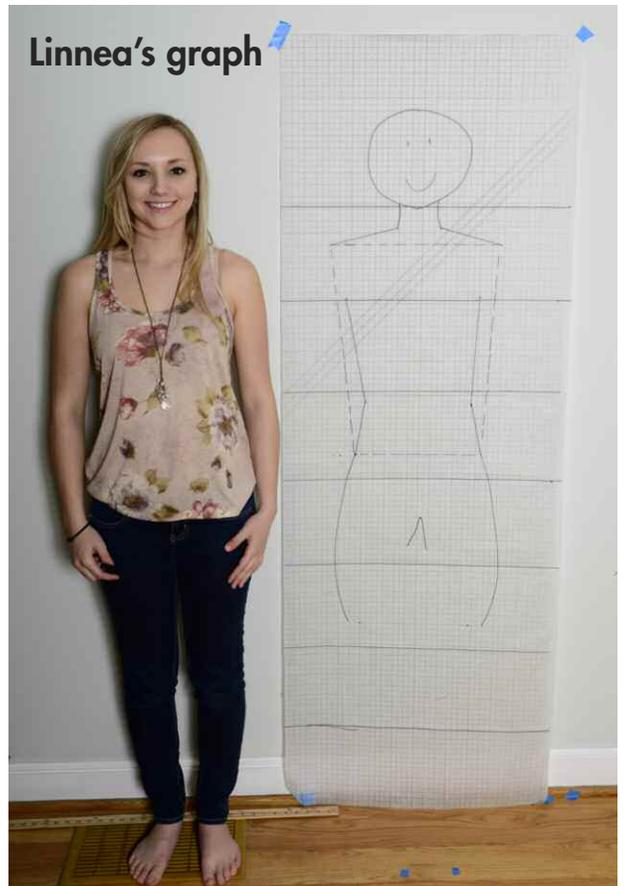
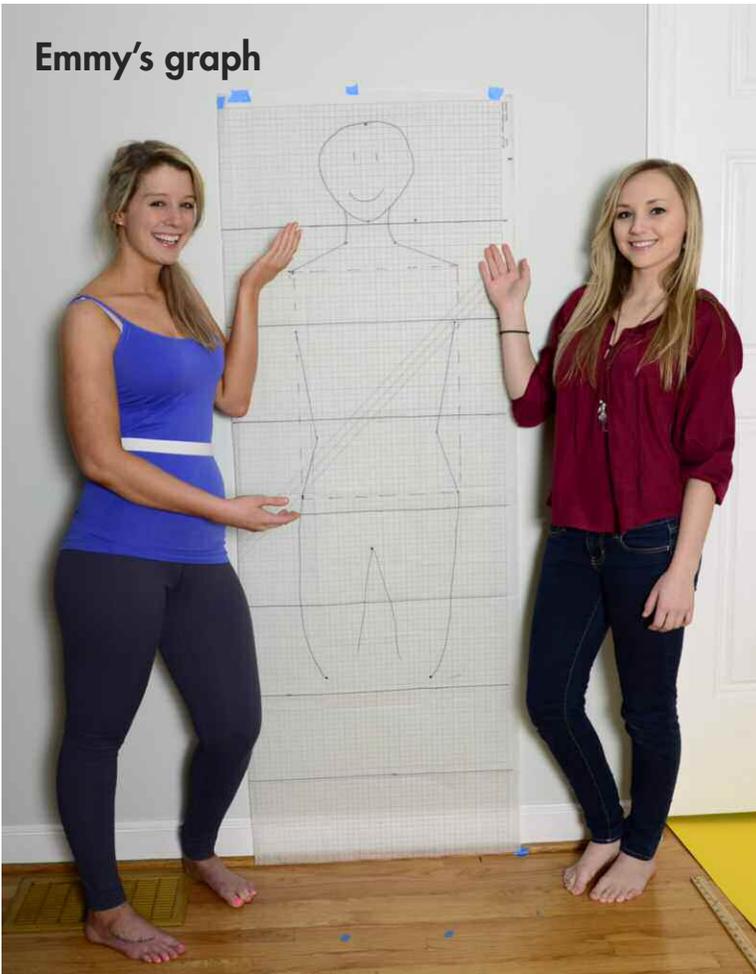


## LOOKING GOOD BOOK UPDATE

We just finished the photo shoot of the body graph steps. My niece Emmy (my brother George Palmer's daughter) and my granddaughter Linnea (my stepson Jeff Watson's daughter) graphed each other. Aren't they beauties! They are so nice, smart, and talented as well. Emmy just graduated from Portland State University in business and international marketing, and Linnea was just accepted to University of Washington and wants to major in computer or software engineering. The Looking Good revision is coming along. Nancy Nix-Rice will spend a week here with me in April to do more photography. We are hoping to have the book out next spring.



Emmy's graph



Linnea's graph

FYI I have done a body graph class with 9 students. Give each person half a vertical sheet of Perfect Pattern Paper. Divide them into groups of three, one being graphed, one graphing, and a spotter to make sure the ruler or pencil is perpendicular to the wall. The fit book gives you all the instructions plus how to detect figure variations from the graph. I charged \$25 a person about 10 years ago.

## NEWS FROM YOU!

### FROM MANDY BENGEYFIELD, CSI, SURREY, UK

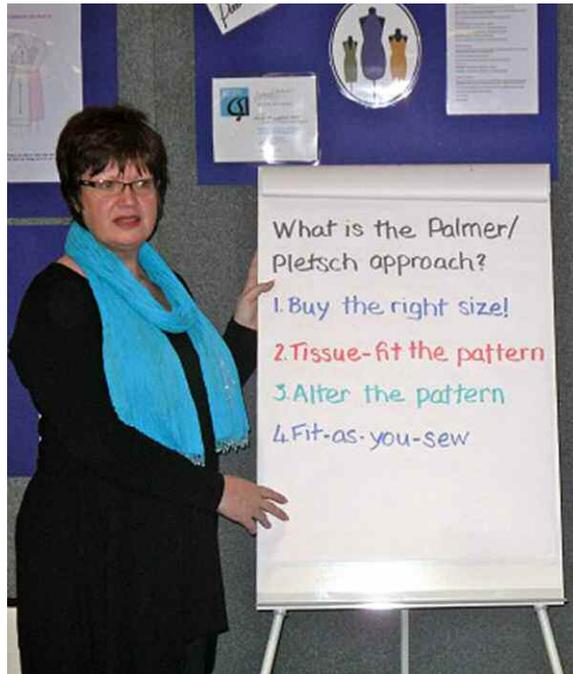
Hi Pati

I was recently invited to run some workshops at a 3-day crafts exhibition. I don't teach sewing except as part of my pants and jacket courses, so I thought long and hard about how to run fit workshops in 45-minute segments. My space was only 16ft x 10ft and there was no facility to run a PowerPoint presentation, so it all had to be pretty low-tech!

Despite fairly low attendance because of the snow that fell throughout the first day, there was quite a lot of interest. The ladies who did the workshops really enjoyed them so I thought I would share with you what I did. There were 5 workshops throughout the day:

1. I started with a 30-min. introductory talk on the PP approach to fitting, how to find the right size, etc.
2. Demonstration of broad back, rounded back and sway back alterations on a full-size pattern, followed by hands-on practice using small-scale versions.
3. Demonstration of FBA on a darted front (as above).
4. Demonstration of FBA on a shoulder princess (as above).
5. Introductory talk on common pants fitting problems.

I'm not gonna lie, it was a lot of work tracing and marking and cutting enough full- and reduced-scale patterns for the whole three days! My husband made individual cardboard work boards with 1/2 inch grids and I used the tubes from toilet tissue so everyone had their own roll of tissue strips. But at least now I have all the templates etc. so



next time my preparation will be much quicker and easier.

It was good fun and everyone had a good time getting involved with cutting and altering the tissue. This experience has given me more confidence in thinking outside the box and proved that it is possible to give a professional presentation without relying on technology!

Mandy Bengeyfield

UK

### FROM CONNIE HAMILTON, CSI, HARTWELL, GA, ON TEACHING BEGINNING SEWING

Hi Pati,

About a year ago a new quilting store opened in our town and it has provided lots of teaching opportunities for me. I had spoken with the owner (Ann) about the possibility of teaching, so when she began getting requests for beginning sewing classes, everything fell into place right away. I've done two Level I classes using the McCall's P/P apron pattern and will start another this coming week. I also did a Level II class but I had the ladies make the pajamas instead of the robe. These

were my first classes using the curriculum materials from Janet Corzatt and I have a couple of suggestions which you may want to pass on.

In the first two beginning sewing classes I found the lion's share of the entire two and a half hours was taken up with machine orientation. The students were truly beginners and were literally terrified of their machines. In addition to that, all the machines were different brands; some with only basic functions and rotary knobs, some with elec-

tronic features and buttons to push; some with drop-in bobbins, some with front insertion bobbins, etc. Our pre-class instructions said to bring a machine in operating condition but because they didn't know how a machine was supposed to function, some sounded like meat grinders, some had bobbin issues (including the wrong bobbins) and upper tension difficulties. Needless to say, by the end of the first class we were almost a class behind. Ann and I decided with future beginner classes we'd have a separate machine orientation class for a small fee, and then the apron class could stay on schedule.

The students in the pajama class had a different problem. They loved to talk while they sewed but they couldn't talk and sew at the same time so they didn't progress very fast. Some of these ladies were from the local quilt guild and for them, sewing is as much for relaxation and therapy as for production, and one lady had a hearing problem, which required frequent one-on-one instruction. It took several sessions of the shop's "Open Sewing" morning to get the pj's done. I learned that I'm much

better at being authoritarian and keeping a tight rein on kids than I am with adults – especially if the students are friends and/or acquaintances! In the future I've decided to outline the day's class expectations on the dry erase board, and what isn't completed by then will be assigned as homework to be finished by the next class. We'll talk about this at the first class and I'll refer to the outline as we complete each step so they can see how on (or off) schedule they are. I'll let you know how these potential remedies work!

Sincerely, Connie

### **TIPS TO HELP CONNIE & OTHERS TEACH BEGINNING SEWING BY THE CREATOR OF THE PP PROGRAM, JANET CORZATT, CSI.**

Hi Pati,

I'm not quite sure how it took so long to get everyone up and running on their machines, even if they were novices. It does take a bit of one-on-one at the start to check out each person's machine and make sure all the settings are correct. I give each student a scrap to test out stitching, help each one who needs help threading, and check each machine to see if all is well. The test stitching usually brings to light any problems in threading, settings, tension, etc. (I also offer a Sewing Machines 101 class for those who have no experience with a machine and want to start with more in-depth machine instruction. We don't have to cover everything about the machine in Level 1 – just enough to operate the basics. More information is given as needed.)

I still think it is best to make the robe before moving on to the pj's simply because they develop more accuracy on the robe that will then help with the pj's. They also have a better understanding of the pattern parts, how to finish seams, apply interfacing, sew hems, etc. The pj's absolutely require some homework,

and students usually feel confident enough by the third project to work on their own. My lesson plans define the sewing goals for each week and I make sure to let the students know what those goals are. Anyone who seems to be falling behind is invited to come to one of my other classes for some extra sewing time.

It sounds like Connie has come up with ways to solve the problems that will work for her. I think she will find that things will go more smoothly after she has done more adult classes. She may need to be more authoritative in telling the students what they are allowed to sew and not let them skip some important learning steps that would have been introduced in that missed project. We learn along with our students with every class that we teach.

Janet

### **A QUESTION FROM CONNIE HAMILTON, CSI, ABOUT A PATTERN TEACHING FIT**

One question. The pajama ladies from Beginning Sewing want a class on fitting. (Hooray! I've been trying to get them from quilts into garments for three years.) They suggested a vest, which would be an ideal start because we could use fabric from the quilt shop and I could cover choosing the proper pattern size, plus full bust and high round alterations without getting into collars and sleeves. Are there any current McCall's Palmer/Pletsch patterns similar to the McCall's 8804 vest pattern from several years ago? That was such a great pattern to use for beginning fit classes and a wonderful way to introduce the advantages of the P/P alterations lines already marked on the tissue. Any suggestions you have are certainly welcome.

### **PATI PALMER'S ANSWER**

*We don't have a vest pattern at the moment. But a favorite in teaching fit has been M6076 since it has a darted front as well as shoulder and armhole princess fronts. For a nonstretch cotton, I'd add 1" side and underarm sleeve seams just in case. Do the darted front first. Then teach princess bust. For really full-busted women, do the shoulder instead of armhole princess. It is much easier. This would be lovely in printed cottons carried by the quilt store. It could be made sleeveless for warm Georgia summers by finishing the armhole with a bias facing, first making sure the armhole isn't too deep. Good luck! Pati*

### **FROM CAROL STALVEY, CSI, SAVANNAH, GA, ABOUT A PULL-ON PANT**

While I'm waiting to come to Portland, I have been asked to teach a pants fit class. I would like to do an elastic waist pant as I feel I can do that without getting into too much trouble. You have M6082 that has been discontinued available on your site. Would that be a good one to use or should I use your new one, 6571? I would really appreciate any and all suggestions you could give!!

Thank you, Carol Stalvey

### **PATI PALMER'S ANSWER TO CAROL**

*The no-side-seam pant is really easy to fit because the legs are not so fitted. I just ignore all the darts and make sure there is enough at the top for a casing. If they are using a knit, fit the tissue without ease around. If they need more waist room, straighten both crotches; they are slanted, so straightening will add about 2" to waist. Practice on yourself first! See FFRP Fall 2013 issue where I addressed that pant. Have fun. Off to a spa for my tomorrow's March 17th B-day! Pati*

## FROM JULIANNE SCHISLER

I'm super excited about the knits workshop, too. I did a pants class a few years ago and it only seems like yesterday (I'm still sewing all the fabric I bought on that trip!). I enjoyed it so much that when I came home I immediately started saving up for my next trip. It's exciting to tackle knits, as we have been doing at our local Palmer/Pletsch classes this year. I find that I buy a lot of knits when I'm shopping, so it will be empowering to feel more confident sewing them at home. In our class here at home we made the pull-on pants with the wide legs from the recent batch of McCall's Palmer/Pletsch patterns and we're all reporting that we live in them. They are so flattering and comfy! I look forward to meeting you all in this class. I am excited to see names I recognized from my class before.

Counting the days!  
Julianne Schisler  
julianneschisler1@mac.com

## FROM JANET GARDNER, CSI, SAN RAMON, CA

Thanks for the words of encouragement. They come at the perfect time as tomorrow I will be teaching my first fit class at the store where I work. I look forward to taking more workshops this year from you and Marta and to working more into teaching. I thoroughly enjoyed the Fit class and know that there would be a lot more people sewing if they had these skills.

Thanks again, Janet

## UPDATE FROM JANICE ASTON, CSI, CALGARY, AB

Interfacing Seminar: Yes, I am interested in teaching a seminar. Was thinking it would be great submission for the Calgary Sewing Show next year (Sept. 2013). If I had a booth at the show this year, I could have sold a lot after refer-

encing in 20 Tips. Have also been promoting the interfacing at my workshops and the students seem interested so have placed an order with Jeff and plan to offer them for sale in the studio. I will let you know how that goes.

Fits Sew Well: have completed two 12-hour Fit Workshops. Have realized that it wasn't enough time to accomplish everything I want to, so am planning on expanding to 15 hours. Also planning on offering a More Fit every month (drop in and fit some more patterns). I finally have my website up and running. Ran into an issue with a spammer that needs to be addressed but take a look and let me know what you think: [www.fitssewwell.com](http://www.fitssewwell.com)

Mom and I are planning on coming down to take the Knit class this summer. Looking forward to some fit pointers I can bring back to my students.

Have a great Christmas.  
Paul and I are off to Maui right after Christmas.

Janice Aston

## LESLIE BELAMY BRYN MAWR, PA

Pati - thought you'd get a kick out of this story:

We bought Sam a suit at Nordstrom. They botched the alterations (shortened the wrong sleeve). This pic is of their "corrected" job.

The tailor kept telling me they were even. After much discussion I pulled out my tape measure and showed him that they were different lengths and circumferences. He said they were even and it was Sam's arm (bad argument—even if it were, you would still hem it to look even on the body!).

I knew the sleeve was wonky. I could see and feel a pull in the placket and you could see the angled hem. The stripes were on the bias.

He insisted all it needed was a little pressing and tacking.

I told him I knew what I was talking about and made him open the lining. Sure enough—the hem had been angled up 1/2" at the placket causing it to bell out and be 1/2" shorter than the rest of the hem and the other sleeve. When he re-did the hem and re-sewed the plackets and buttons it was fine.

Moral to the story: Don't mess with Palmer/Pletsch fit experts. We've seen garments from the ground up and if it doesn't hang right we know how to fix it!

By the time he finished we had been there for three hours and the store was closing).

Leslie

PS The salesperson was so impressed with my expertise that she asked for my card.

## LAQUINTA SCHUM OPENS STORE IN INDIANA:

### Let's Sew

4406 E. Morgan Ave.  
Evansville, IN 47715  
sewsolovely@aol.com  
letssewllc@aol.com  
812-477-9914



## **SUGGESTIONS FOR A NEW PANT PATTERN— A SUMMARY OF YOUR THOUGHTS**

- You don't feel that people care about trousers right now.
- You like a large size range, size 6 or 8 up to the largest women's size, in one envelope. This would make them always have the right sizes in stock and I think is the #1 idea.
- Students are preferring a front opening. But I know some people are turned off by a fly front. I might suggest adding templates for variety. If they want a fly, they add the extension. If they want a trouser pocket in front, we add a cut line and pocket pieces. These things would make it a very versatile pant fit teaching pattern.
- The only other desire was LeAnna Wilson's thought about leg width being the thing that changes most often. Let's talk about that possibility.

## **TEACHERS WEIGH IN:**

### **NANCY SEIFERT, SAMMAMISH, WA,**

Hi Pati,

I just finished Day 1 of a 2-day pant fit class at Pacific Fabrics. Two of the students were not able to purchase their patterns before they were pulled from the drawers (in my PF class they buy their own pattern, will probably change that in the future). I was lucky to have a stash of the patterns at home to supply them. What really surprised me was that 3 of the students were in the women's size KK of 5537, the 26-32w sizes; one in fact was larger than the 32, she has a 60" hip. I am telling you this to make a case for including these sizes in the new pant fit pattern. I did some research, and the only other pattern I could find in that size range for a basic pant was Connie Crawford's. I know I could make a 24 work, but ohh what work it would have been! Also, 5 of the 6 ladies wanted front zippers instead of back zippers, so I had them cut out "B" front, trace the side of the pocket to fill it in, and the back for "A." I think a plain front with a pocket should be an included view. There doesn't seem to be as much interest in pleated trousers. The ladies were excited to hear that they could retake the class to fit a jean pattern. I hope the jeans pattern is going to stick around!

Nancy Seifert,  
Palmer/Pletsch Seattle

### **LEANNA WILSON, OLATHE, KS,**

Hi Pati,

Just finished reading the instructor's newsletter and wanted to weigh in on the new pants fitting pattern. I would love to see a pattern with different size pant legs. That seems to be what changes the most and fastest in pants fitting and is also a

sensitive area for many home sewers. If they could have a good fitting pattern w/ different legs it would really help.

Also, this may be asking too much but I think having an elastic waist as well as a waistband would be good. Or maybe directions on how to do it. So many women wear elastic waists and I must admit I do like them and seldom tuck in so there is really no need to have a band. The ones with a portion of the front band as a regular band are nice.

Love the Instructor's Newsletter!

LeAnna Wilson

### **ALISON HENSON, CSI, NEW ZEALAND**

In the latest Teacher Update newsletter, Pati asked for feedback about a new pant fit pattern so...

I'd love to see a Perfect Fit basic pant pattern with several leg widths AND I'd love to see a Perfect Fit Contour Band Pant pattern with various leg widths also. Don't ask for much, eh?

Alison Henson  
New Zealand

### **JANICE ASTON, CSI, CALGARY, AB,**

Pant Pattern: I like the idea of having some alternate views for the basic pant; gives people some options. I haven't started pant workshops yet; planned to start in the spring having separate workshops for basic pant and advanced (contour waist, trouser, etc.). I also like the idea of having a fit pattern for other styles like contoured waist. I will probably have better feedback after the workshops.

Janice Aston

Finally, we came across this and wanted to pass it on:

## Business E-mail Etiquette Resolutions for 2013

- **Every e-mail you send will be courteous** and include a proper greeting and closing which includes your name. Typed properly too! Names in lower case or all caps are not acceptable in any business related communications. Nice greetings and closings avoid your e-mails from being perceived as demanding or terse and show that you understand common courtesies.
- **The Subject: field should always include a brief and concise description of the content within.** Take the liberty to change the Subject: field when necessary to better display what your e-mail is about when a conversation has moved off the original topic.
- **You will not forward an e-mail unless it specifically applies to the person you are sending to.** In business always refrain from forwarding political or controversial topics. When you do forward, include a personal note to that person so they know why you are forwarding that particular e-mail to them. When sending or forwarding the same e-mail to a group of contacts, use the Bcc: field to protect their privacy (especially if they don't know each other). Use the Cc: and Bc: features prudently, including only e-mail addresses that "need to know." Never use these options for CYA or e-tattling purposes thereby causing increased and unnecessary e-mails to others.
- **Always make the effort to down-edit your e-mails** to remove any text that is irrelevant to the ongoing conversation.
- **Take the time to make sure that sentences are complete, capitalized and include proper grammar and punctuation.** This goes for Twitter and Facebook too! Educated professionals communicate in an educated professional way regardless of venue (or device). Taking the extra time to make sure that your intent and tone are clear whether it be a Tweet or a Facebook comment, will add clarity in your communications. Making these efforts will certify that communicating with you is easy and reliable while having the added benefit of helping to avoid any misunderstandings.
- **Do not send unannounced large attachments of any kind without asking first** when would be the best time to send them and what format they prefer. This extra step helps to make sure they have the necessary software to view your files. Never send unannounced large attachments to business contacts outside of business hours when they are unavailable to keep their inbox clear.
- **To avoid serious liability and trust concerns do not post or forward e-mails sent to you privately** for any reason in a public forum or to a third-party without the original sender's permission.

Source: <http://www.businessemail etiquette.com/104/e-mail-etiquette-new-years-resolutions>