

Brother International Corporation

An American Man with an American Dream

Home-Based Embroidery Business takes off thanks to the Brother PR-620

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In the dry heat of the west, 300 head of cattle were herded to the Reno Rodeo grounds. For approximately 100 miles, people near and far came to live the legend for a week of what it is like to be a rancher, by moving cattle through Reno. Only fifty guests are taken on the annual “City Slicker” drive, held by the Reno Rodeo Association, making it a purely unique experience for all involved. This past year, Don Cose, owner and thread artist of Stitchin Post, loaded his Brother PR-620 six-needle embroidery machine into a horse trailer and followed the cattle drive. Each day, Cose set up his PR-620 at the base camp to provide one-of-a-kind embroidered memories on hats, jackets, and more for the participants.

Working at home and on the road, Cose’s business has spread through word of mouth. “It has just taken off,” he says, reminiscing about how his business has grown. His one man show has become so popular that when the Reno Rodeo Association decided they needed an onsite embroiderer, he got the call.



During his first official year as a vendor at the Rodeo, Cose set up a tent and table to take requests of the many guests at the rodeo. A lot of the work he has done includes embroidering Rodeo logos and other designs on the collars and cuffs of shirts, jacket and shirt backs, caps, denim jackets and vests, and long sleeve shirts. Cose even had the creative experience

of getting to design a unique logo for those who participated in the cattle drive, using Brother PE-DESIGN® software. The unique design was only available to the 50 participants who spent five days and nights herding the cattle to the rodeo, so he has been able to give them “something that sets them apart from everyone else at the Rodeo,” he explained. Cose added even more personalization to the design for women who did the cattle drive by converting the design to shades of pink, which stood out on their black vests.

“My favorite thing about my business is getting to take the idea a person has, being able to digitize it for them, and then stitch it while watching their face light up with excitement as they see their ideas become an embroidered design,” explains Cose. “That makes me happy. I like getting to make something specifically for my customers,” he said.

Cose’s business was helped along by his local Brother Dealer, Windy Moon Quilts, who has employed Cose for about four years as a service technician and educator. When Windy Moon owner, Mike Sullivan, asked Cose to help make personalized fleece ski caps for children using the PR-600 six-needle embroidery machine, Cose knew it was the machine for him. Shortly after, he upgraded from his older Brother PC-8200 machine and bought the Brother PR-600. Before starting Stitchin Post two years ago, Don made another upgrade to the Brother PR-620, which offered even more features and capabilities that helped his business grow. He purchased the PR-620 because of how happy he was with his previous machines and because it was the right size to work with at home or take on the road. Plus, he says he knew it was the best on the market for quality and professional results; just what he needed for his home-based business.

“We use the PR-620 a lot at our store—for making personalized shirts with our company logo for our staff, and even for appliqué embroidered fraternity and sorority garments for the local University of Nevada,” Sullivan explained. “Demonstrating the quality and versatility of the PR-620 interests our customers even when we are not having a class lesson on the machine,”

he said. Windy Moon offers a variety of classes—from beginner to advanced, on all machines. “We have many classes and events here. I like to say we are in the entertainment business,” Sullivan explained. They also offer PE-DESIGN software classes that are split up into sections, so the customer can learn the many applications the software offers. Cose teaches this class, and tends to cater it to the interests of the customer.

“I am very partial to Brother machines and software. I have been very pleased with the ease-of-use, portability and results of the PR-600 and PR-620 machines, and Brother software is so easy to navigate to manipulate and create designs. My customers are always happy, and that makes me happy,” Cose said.



Both Cose and Sullivan are eager to get the new machines and software from Brother that Windy Moon Quilts recently ordered. They will soon be selling the new Entrepreneur™ PR-650 and the new BES® Embroidery Lettering Software, which work hand-in-hand for unlimited embroidery design customization.

“It wouldn’t be a surprise if the new Entrepreneur™ PR-650 is Don’s next machine purchase as he continues to expand his business,” said Sullivan. “That new HD screen and enhanced lighting are the best features in my opinion,” he said.

Windy Moon Quilts has seen the benefit in not only selling Brother machines and software, but also being able to sell the business opportunity that comes with the PR-600, PR-620, and now the Entrepreneur™ PR-650. The unique relationship that Cose and Sullivan have is mutually beneficial and priceless to both. The success Windy Moon Quilts has in the sales of the PR-600 series of machines is in part due to the success that their customers have had in building their own businesses, like Don Cose and the Stitchin Post.

By introducing the new Entrepreneur™ PR-650, Brother has shown their commitment to making this type of opportunity possible to any interested customer. National news outlets have been reporting that in these tough times more and more people are looking for a new, unique opportunity to earn income and have found themselves to be ‘accidental entrepreneurs’ just like Don Cose of Stitchin Post. Starting one’s own business is more attractive in this economic climate than it has been in the past.

“Providing the professional machines, education, and tech support for their six-needled embroidery machines really sets Brother apart from the others. Because of these machines and support I am able to continue to help my customers achieve their dreams of starting their own business, just like I had,” explains Sullivan. Brother does not just provide machines, education and support; they provide the tools to create very unique and fulfilling business opportunities.



Don Cose (left) and Mike Sullivan (right) embroidering shirts for a local Chiropractor.