

A Great Way to Spend Almost Three Decades

The more things change the more they stay the same.” I remember using this phrase in one of my very first letters to *Handwoven* advertisers in the early 1980s. Actually, I am not one-hundred percent positive I know what this is supposed to mean! It probably means different things to different people, but for me it says that events and people may come and go, but the real core values and basics in life stay the same.

I pulled out my super-thick file of recent letters I have sent to *Handwoven* advertisers and glance through them from oldest to newest. Loyalty, friendship, win/win situations for everyone, working together cooperatively to make the world of handweaving a better place in which to do business—these are some of the many memories I will take with me when I retire from Interweave Press on April 30, 2007.

I have worked at Interweave for almost twenty-nine years now. Linda Ligon hired me in October 1978 as a part-time circulation manager, bookkeeper, order shipper, and all-round office helper. We worked in her basement along with her dog and preschool-aged son, Day.

In January 1979, we moved to our new “corporate headquarters,” which actually was a lovely, historic Victorian house—notwithstanding the burnt-orange shag carpeting in the living room, which became my office—located in downtown Loveland. Little did any of us dream of all the fun and hard work that would take place at Interweave Press over the next twenty-eight years!

Interweave magazine, a quarterly publication, was the heart of the business then, but soon Linda hatched her vision of a weaving-project magazine called *Handwoven*. With the premier issue scheduled for August 1979, there were weavers working daily on the second floor in addition to Linda herself and many other fellow weavers toiling away at all hours in their homes to create projects for that very first issue. Daily lunch hours spent on the front porch at our company picnic table were positively charged with amazingly creative ideas. Just remembering those days in the summer of 1979 makes me tingle with excitement—it was so energizing to be in on the ground floor of something that we all just *knew* was going to be a huge success.

During that summer, I made the decision that Interweave was

the perfect place for me to work, especially when I took over the ad sales position for *Handwoven* and *Spin-Off* two years later. Needless to say, there have been a multitude of changes over all these years. I have moved my work area to four separate buildings, all within five blocks of each other, and to at least a dozen different work spaces. I have sold ads in all the new Interweave magazines launched over the years. I have traveled to so many Convergences and other trade shows I can barely recall them all. And most amazingly, I have watched Interweave grow from a three-person staff to more than 125 employees located in four different states as of today. My gut instinct did not prove to be


wrong—Interweave Press has been the perfect place for me to spend my career.

Now the time has come to take my first summer off in almost thirty years with the opportunity to explore new adventures next fall. When I wrote a letter to Linda Ligon, Marilyn Murphy, and the advertising sales team announcing my retirement, here’s how I ended it:

“Thanks for all the great moments and the chance to work for a company that really makes a difference in people’s

lives. It was a good ride and a great way to spend almost three decades.”

These are the same thoughts I would like to express to every one of you. Weavers—in fact, all fiber and bead artists—will always hold a very special place in my heart. They are the soul of humanity, and the world would be a better place if others strived to live their lives as they do.

It feels like I am not leaving behind just advertising clients and loyal *Handwoven* readers, but rather a group of very special people I consider long-time friends. Take care, and good weaving to all of you! 

SHARON ALTERGOTT, Advertising Manager of *Handwoven* magazine, lives in Windsor, Colorado, with her husband of forty years, Jim, and their Westie, Chloe. Her daughter Missy (pictured above) lives in Denver, where she is the account director at McClainFinlon Advertising. Son Jamie is a middle-school teacher in Waimae, Hawaii, where he lives with his wife, Karen. Grandsons Elijah and Drew reside nearby in Fort Collins so they are able to visit often. In her spare time, Sharon loves to follow sports on television, especially basketball, football, and tennis. She also enjoys reading, entertaining friends, gardening, and spending time—which she’ll now have more of—at her vacation home in Scottsdale, Arizona.



Sharon and daughter Missy, relax during a visit to Catalina Island, California.

PHOTOGRAPH BY JIM ALTERGOTT