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6 New Member Benefit - Sew Days!

Host Sew Days in your shop and be part of this nationwide program to encourage sewing. It's free to FabShop members!

6 Promotional Calendar Ideas

Use these calendars as a springboard for planning themed events and classes in your shop.

14 Set the Stage A Spring Ramble Around Metro Portland

Kelly Davey highlights displays and visual merchandising in Portland-area shops that you'll want to check out when you're in town for Spring Quilt Market.

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It began as simply filling a need for good-quality quilting cottons, became one of the leading quilt shops in the country, and is now a top house of fabric design.

24 On Display Achieving Longevity in a Short-Term Business

Julie and Kathy share the ways they've continued—for 40 years—to create a place for inspiration that people feel they "must visit" when they're in town.

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The results are in from FabShop's 2017 surveys. See how your responses compare with others' about retail challenges and buying decisions.

33 Sneak Peek: New Spring Fabric Collections

Gear up to order the new fabric collections to be unveiled at Spring Quilt Market in Portland.

40 Become a Savvy Buyer Everything Old Can Be New Again

Moving bolts in your shop is about more than relocation. Karen Montgomery explains the buying lessons to be learned and the sales to be earned by reviving the "old."

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Codes and Circuits by Karen Gibbs

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Are you working for yourself or for your employees? Julie Karasek reveals her recent staffing struggles and how those led to a business transformation for the better.

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Personal growth is about making trade-offs, explains Sandra Pirdy, and she applies this "law" to the decision to attend International Quilt Market.

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If you're in a business partnership, advises Brian Powers, you should draft a buy-sell agreement, and he outlines the major issues to address with your co-owner(s).



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Talk about bringing a smile to your customer's face! Introducing another retro-style comic print, this time featuring themes that all quilters and sewists will relate to.

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Are you engaging your fans and followers in a way that makes them buy? Cheryl Sleboda offers three easy changes to make to add numbers where they count: on your bottom line.

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Lana Norton espouses a sales model of mutual cooperation and support among manufacturers, designers, and retailers, with the goal of mutual benefits for all.

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Raymond Steeves speculates about the customer changes—and business mistakes—that led to the shuttering of his shop. The good news: He learned lessons to share.

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63 FabShop Events FabShop Member Dinner

Don't miss this perennially popular pre-Market party, this year featuring Sandy Piridy plus a panel discussion of four other shopowners.



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You're invited. Sign up today!

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