



# What's Inside

## ON OUR COVER

### Halcyon by In The Beginning Fabrics

In The Beginning Fabrics introduces a vivid collection of prints sure to evoke more idyllic times.

## 4 Members' Favorite Benefits

Are you using your FabShop Network membership to the fullest? Review the many benefits, see if you're missing anything, and start taking advantage today.

## 6 Promotional Calendar Ideas

Use these calendars to help you plan themed events and classes in your shop.

## 10 WOMEN IN RETAIL

### A Woman and Shopowner of Distinction

Sandy Pirdy, who pens "The Rubber Band" in this magazine, recently made news as one of the New York State Senate's Women of Distinction. Here is her story.

## 14 DESIGNER SPOTLIGHT

### Shopowner, Pattern & Fabric Designer, Author, Cancer Survivor

For nearly 20 years, Daniela Stout expanded her business in new directions—until cancer struck last fall. Now she's optimistic about her health and is back to her future.

## 18 ON DISPLAY

Panel Discussion:

### Displaying Panel Prints for Easy Sales

Panel prints can make your walls interesting without investing in a quilt, but you also want them to be easy to sell. Julie and Kathy delve into this dilemma.

## 22 TAKE CHARGE

### A Marketing State of Mind

Looking beyond advertising can open up numerous avenues for more cost-effective and sales-driving marketing. Lisa Furleigh shares free and low-cost tactics.

## 24 PROFITABLE PROMOTIONS

### Inspired Promotions Every Day of the Year

Three shopowners share how they developed creative—and profitable—promotions by marking those special "holidays" on the FabShop promotional calendar.

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Brand-Aid:

### Build Customer Loyalty to the Brands You Sell

Are you doing yourself a disservice by not recommending your machine-branded products? Amy Baughman explains.

## 32 New Product Releases

See what's new in fabric collections, patterns and tools sure to inspire your customers for months to come.

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See it. Hear it. Write it. Do it.

A key to better communication with your staffers and customers is in understanding how different people learn. Tiffany Sherman illuminates the four main learning styles.

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A Help and a Hindrance:

### Data Mining Goes Both Ways

Brian Powers addresses privacy policy particulars in relation to data mining and sharing across platforms commonly used in our business.

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### Top 3 Basic Key Performance Indicators to Mine from Your POS System

Turn future sales days more to the "good" by paying attention to these three key performance indicators. Cheryl Sleboda spells out how.

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The 'TikTok-ification' of Social Media:

### Changes Coming to Facebook and Instagram

Video is going to be taking over Facebook and Instagram, so Cheryl Sleboda advises how to stay up with the trend and create this content for your social media channels.

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Worth the Trip:

### Returning to Quilt Market, One Day

Before Quilt Market was postponed, Karen Hanson mused on Markets past and shares valuable insights she's gleaned from attending. She's more than ready to return.

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### Tools with Efficiency in Mind

Introducing new products for improving visibility at the machine and organizing tools at hand.

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