

FabShop News contents

December 2016
Volume 20
Number 115

pg. 26



pg. 11



10 Inspirational Ideas From Fall Quilt Market

Kelley R. Davey shares fresh concepts from some of the very best displays at this year's Market and explains how you might apply them in your shop.

14 FabShop Dinner Recap

FabShop says another thank you to its premier dinner sponsors and showcases some of the many prize winners.

16 Selling Sewing Machines Pot of Gold or Peck of Trouble?

Before you consider becoming a sewing machine dealer, analyze these requirements in detail—to avoid a peck of trouble as you pursue that pot of gold.

20 Row by Row Junior

Row by Row Experience will be taking the kids along for summer 2017 as it rolls out Row by Row Junior for children ages 6 to 14.

26 Christmas 2017

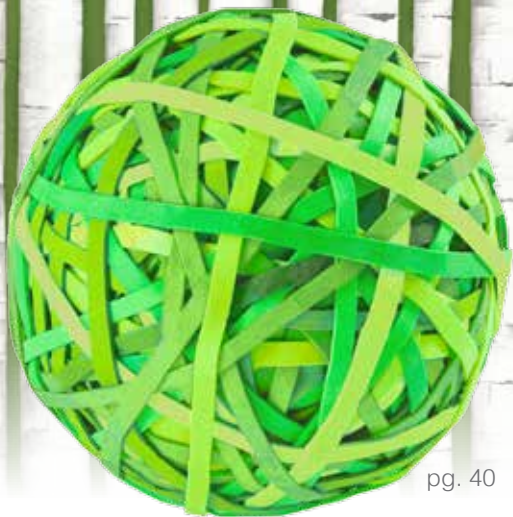
'Tis the season ... to think ahead to next Christmas! Take a look at seasonal fabric designs and patterns to come, and start planning for spring shipping.

52 Pantone Color of the Year

Be inspired. Pantone recently released its Color of the Year for 2017. It's called "Greenery," and it's a gorgeous shade of green.

FabShop News columns

pg. 26



pg. 40

pg. 32



pg. 14

Page 4

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

19 ON OUR COVER
Michael Miller Fabrics
What Is Luxe? Super soft, easy to sew, and 108" of bliss on a bolt. Hint: Look for the coral thread.

24 PROFITABLE PROMOTIONS
5th Saturday Bag Sale
Here's a promotion that runs on its own after you give it wings. Donelle McAdams provides the specifics.

32 ON DISPLAY
Merchandising Markdowns
Markdowns are a way of life in a retail shop. But there's more to moving them out the door than merely reducing the price.

38 OPTIMIZING OPERATIONS
Physical Inventory Isn't Just for the IRS
The data to be mined from taking a physical inventory is useful for more than tax reporting. Julie Karasek explains how it helps in developing a better buying strategy.

40 THE RUBBER BAND
Stretch Toward Greater Success
Let Sandy Piridy be your guide as you take stock of business challenges and figure out strategies for stretching and growing in 2017.

44 THE EXPERIENCE!
A New Experience, Another Perspective
In this first installment in her new column, Karen Montgomery writes about taking a class at Quilt Market for the first time and what she learned about "the experience."

46 THE CLASSROOM COACH
10 Commandments for Shop Teachers
Pepper Cory spells out 10 guidelines to help teachers ensure that they and their classes will be successful.

48 SELLING SOCIAL
Engaging Your Customers Through Facebook
What makes Facebook and other social media different from our tried-and-true advertising of old? Engagement with customers in real time.

49 FABSHOP MEMBER BENEFITS UPDATES
Make sure you are up-to-date with the latest member benefits. Have you joined the discussion? Connect to the shopowner-only private forums for members only on Facebook.

51 ADVERTISERS RESOURCE GUIDE