



Inside

June 2017
Volume 20
Issue 118

23 Host Handmade Baby Showers
Make your classroom available to accommodate Handmade Baby Showers! Use these baby-themed fabrics, patterns, books, and ideas as inspiration to help your customers celebrate that new little bundle of joy in their lives.

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

8 What's Trending Market Trend Report
Spring Quilt Market was the name and trend-spotting was the game for Pepper Cory, and here's her report of what stood out at the recent St. Louis show.

12 Visual Displays Potential in Life and Display
Kelly Davey highlights Quilt Market displays that stood out as sources of inspiration—or duplication—for your own in-store displays.

16 New Stats Who Is Today's Quilter?
In responding to the 2017 Quilters' Survey, 39,000 quilters, customers of seven leading companies in the industry, told us who they were and what's important to them.

18 Feature Focus Customers with Physical Limitations
If quilting is becoming too difficult, physically, for some customers, find out what you can do to help them keep sewing—and keep your register ringing!

26 On Display Words of Wisdom to Keep You in Check
Julie and Kathy's favorite mantra, "Stir what you got," is another way of saying turn the fabric you have before acquiring more. How? Move it, make it, or mark it down.

32 Become a Savvy Buyer Design for a Dime
Karen Montgomery presents another perspective on direct-to-consumer selling by pattern designers.

On Our Cover
Timeless Treasures
Zephyr by Alice Kennedy
The featured quilt, Halo, by Stacey Day, a free pattern with kitting instructions, can be downloaded at tffabrics.com



Ella Blue Fabrics, ellabluefabrics.com

34 Optimizing Operations Infuse Your Store with Cash by Working Your Inventory
Full shelves but an empty bank account? That's your cue to clear out some of that fabric and get the cash flowing again. Julie Karasek shares her process for doing so.

36 Let's Get Legal Monitoring and Regulating an Employee's Off-Duty Conduct
Policies on employees' right to expression and off-duty activities must be narrowly crafted and regularly reviewed, as Sarah Maxwell explains.

38 The Rubber Band The Law of Reflection
Sandy Pirdy offers questions for reflection, to help you investigate your ideas, incubate them to see what grows, and put an action plan into place.

40 Social Connection The Newest Social Media Trend: Stories
Here's a social media trend that you can implement without a lot of hassle or time, says Cheryl Sleboda as she describes how to use Stories effectively.

42 The Fine Print Choosing an Email Marketing Service
Before you invest significant time and resources in your email marketing campaign, Brian Powers helps you investigate whether a given service will be a good fit with your needs, goals and abilities.

42 Advertiser Resource Guide

44 FabShop Market Dinner
FabShop "chalks up" its first 20 years in business and takes a look back at the most recent Member Dinner, at Spring Market in St. Louis.

