



pg. 42

Inside

4 Local Quilt Shop Day – Find the Golden Bobbin!

Host an in-store scavenger hunt on Local Quilt Shop Day, Saturday, Jan. 26, 2018. Registration is free to FabShop members!

4 Promotional Calendar Ideas

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

8 Memo to Quilt Retailers and Quilt Market Exhibitors

Karey Bresenhan lays out 16 innovations that Quilt Market is implementing to address exhibitor and attendee concerns and evolve with the times.

10 Quilt Market Sample Spree Survey Results

Find out how your opinions compare with fellow shopowners who've spoken out about what they like, and dislike, about Quilt Market Sample Spree.

12 On Display

Dance to Your Own Tune!

In 40 years in business, Julie and Kathy have learned there is no one way to be successful. It's about figuring out what draws customers back to your shop.

16 The Necessary Evil of Mrs. Hanson Let Us Entertain You!

Being in retail today is evolving into being in the entertainment business. What can you do as head of your shop's "entertainment committee"? Karen Hanson shares some ideas.

17 On Our Cover

Daisy Chain, by Banyan Batiks

Inspired by daisies and the charming girlhood game of "He loves me, He loves me not," Daisy Chain is a romantic collection in a variety of color palettes.

21 Tie One On Day

FabShop presents a program for promoting apron making in advance of Tie One On Day, a day for celebrating the spirit of Thanksgiving.

23 Become a Savvy Buyer The Next Big Thing

"Sew Days" was launched to bring in new customers through the summer, and it worked. Karen Montgomery explains its success and how you can participate this fall.

26 Profitable Promotions You Can't Sell from an Empty 'Cart'

Donelle McAdams outlines how to promote product through presentations, whether by you or an outside educator like her. Hint: You must have the merchandise in stock.

28 The Fine Print Workers' Compensation 101: A Guide for Shopowners

Navigating the workers' comp waters is sometimes frustrating because we don't know how the system works. Brian Powers lends an oar.

32 The Rubber Band The Law of Curiosity

Sandra Pirdy explores discoveries that can be made when one is open to "sharing instead of comparing" with others and thinking differently and bigger than our limiting beliefs.

34 Social Connection DIY vs. Hiring Out: Pros and Cons of Social Media Managers

Thinking of delegating your social media management? Cheryl Sleboda guides you in making that decision and acting on it.

36 In-Store Technology: Shaping the Future of Retail

FabShop's Mandi Schulz describes three retail trends involving technology and how they are changing the in-store experience.

38 Growth Continues in Digital Fabric Printing

As QT Fabrics announces that its new fabric lines for quilt shops will be printed digitally come September, Stephanie Soebbing looks behind the scenes of this emerging industry trend.

42 Advertiser Index

43 Bookshelf Finds

Take a look at these books that will fit right in with your promotions for Red & White Month, coming up in February.

44 Steady Growth for Sew Steady

With the growing popularity of free-motion ruler quilting, Sew Steady expands its education offerings to help stores sell product and keep customers engaged.

Erratum: An article in *FabShop News* Issue 124 (June 2018) about Aurifil thread misstated the correlation between thread number and thread thickness. It should have read that the higher the number, the thinner the thread, rather than the opposite. FabShop regrets the error.