

ON OUR COVER

Rainbow of Jewels by Jason Yenter,
In the Beginning Fabrics. Shipping Fall 2020.

Inside

4 Shopowner Resources

Mark your calendar for these specially planned days ahead and check out the resources available to you and your shop to take part and reap the benefits!

6 Promotional Calendar Ideas

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

10 ON DISPLAY

Keep It Simple, Make the Sale

Julie Milam and Kathy Thompson are back with a column about the KISS principle as it applies to retailing: Make it so easy for customers that they can't resist buying.



14 THE NECESSARY EVIL OF MRS. HANSON

7 Tips for Heightening the Customer Experience

How's your customer experience? Karen Hanson insists there's always something that could use improvement. Examine the details with her, as a customer might.

20 THE RUBBER BAND

The Case of Blurred Vision

Sandy Pirdy takes a long, hard look at changes taking place in the creative arts industry and realizes that she, too, needs to change her ways of thinking to be in alignment.

22 Sometimes a Great Notion

Introducing new products for recycling old rotary blades, gripping materials more easily on tricky seams, and marking "the spot" for cutting or stitching.



Another by Anita
Ocean Waves
Quilted Wall Hanging
by Anita Bradshaw
(903) 687-3562
anotherbyanita.com

24 Coastal Style

It may be the dead of winter, but these fabric collections, patterns and books are sure to evoke the breeziness of the beach and a feeling of summer calm.

30 SOCIAL CONNECTION

Your Website and Online Privacy Policies

Privacy laws, including ones about children, have been in the news lately. Cheryl Sleboda breaks down those rules and how they apply to you and your website.

32 THE FINE PRINT

How to Prevent & Handle Shoplifting in Your Shop

With shoplifting being the cause of 40% of shrinkage in retailing, Brian Powers provides general prevention tips and guidelines on handling these situations.



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36 BE THE EXPERT

'Rules' or Just Traditions: Pressing Pieced Seams

Karen Montgomery continues her series on the "whys" behind various techniques, this time pressing seams to one side. Why? "Fiber migration." Karen explains.

38 HARSH REALITY

The Effect of Increasing Inventory Turns

The faster you are able to move inventory out the door—*inventory turn*—the higher the return on your inventory investment and the better your cash flow. Laurie explains.

40 DESIGNER SPOTLIGHT

Meet Ann Lauer of Grizzly Gulch Gallery

Inspired by the spectacular view from her home studio in Montana's Grizzly Gulch area, Ann Lauer has designed scores of quilt patterns and fabrics for Benartex too.

42 Advertiser Index

44 Bookshelf Finds

Introducing books that will inspire your customers with exciting new projects while also enhancing their quilting and sewing skills.