



23 Block-of-the-Month Programs

There's no shortage of options for starting a BOM program in your shop. Here's a sampling of the many different styles, motifs, and colorways to choose from.



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In The Beginning Fabrics

Enchanted Garden by Jason Yenter 12-month program – 48½" x 65" Fabric collection: Floragraphix Batiks IV Collection (888) 523-1001 inthebeginningfabrics.com

30 Profitable Promotions

Are You Tough Enough?

In today's tough retail times, what is a "tough retailer" to do to keep the door swinging and the register singing? Donelle McAdams provides some ideas.

32 Let's Get Legal

Letting Go: The Do's and Don'ts of Terminating an Employee

Sarah Maxwell explains basic principles that will help you minimize the anxiety and potential legal challenges related to the termination process.

35 The Fine Print

To Our Credit: Understanding Credit Card Processing

Brian Powers explains how the credit card industry works and a few issues you should know about when accepting credit cards.

38 The Rubber Band

The Law of Consistency

Sandy Pirdy espouses the virtue of consistent thoughts and actions toward reaching your goals, both professional and personal.

40 Social Connection

Getting a Grip on Facebook Groups

Cheryl Sleboda takes a look at this new way to congregate online and points out the positives and a few negatives for both shopowners and your followers.

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5 Ways to Break Through the Noise

Content marketing can help you keep from being drowned out by all the noise from competition these days, and here's how to put it into practice.

44 365 Days of Blocks!

SusanClaire Mayfield embarked on a 16-month journey by boat through the English countryside, along the way designing "a quilt block a day to keep the doctor away."

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4 Promotional Calendar Ideas

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

8 On Display

(Don't) Kick the Can Down the Road

Julie and Kathy added a "don't" to this old saying and turned it into a productive mantra for how they present their displays. Hint: Make it easy for customers to buy.

14 Optimizing Operations

Use Trade Credit to Improve Your Cash Flow and Grow Your Business

Julie Karasek outlines the pros and cons of each way to pay for your inventory, with particular attention to how trade credit can elevate your business.

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In the Beginning Fabrics' Dreamscapes II

Jason Yenter presents his second 100% digitally printed collection including a border print—all priced the same as regular quilt fabrics—plus a sampler-quilt pattern.

20 Become a Savvy Buyer

Happy Holidays All Year Long

'Tis the season, again, to plan your buying, merchandising, promoting, and selling of holiday fabrics and projects. Karen Montgomery shares what works in her shop.

27 10 Tips for Running a Successful Block-of-the-Month Program

Jerry Stube speaks from experience in sharing tips to help you manage your BOMs successfully, both in-store and online.

29 Block-of-the-Month Consumer Survey Results

To help you shape your BOM offerings, Island Batik and Aurifil report the results of their recent survey of 1,300 quilters about their BOM buying preferences.