



**FreeSpirit Fabrics**  
**Ludlow**  
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# Inside

## 6 BizNotes

Check out these news items and keep up with what's happening in our industry.

## 6 Promotional Calendar Ideas

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

## 12 Mud Pie Enforces MAP

Find out what online gift seller Mud Pie is doing to protect against price erosion from the undercutting of minimum advertised pricing.

## 14 MAP: Shopowner Survey Results

Shopowners speak out on the "notion" of fabric manufacturers establishing a MAP policy for their fabric lines.

## 18 Adding Gift Items to Your Inventory: The Whys and Hows

Selling gift items can keep customers shopping longer and increase your average sale.

## 22 Harsh Reality

### Your Purchasing Budget: Open-to-Buy Basics

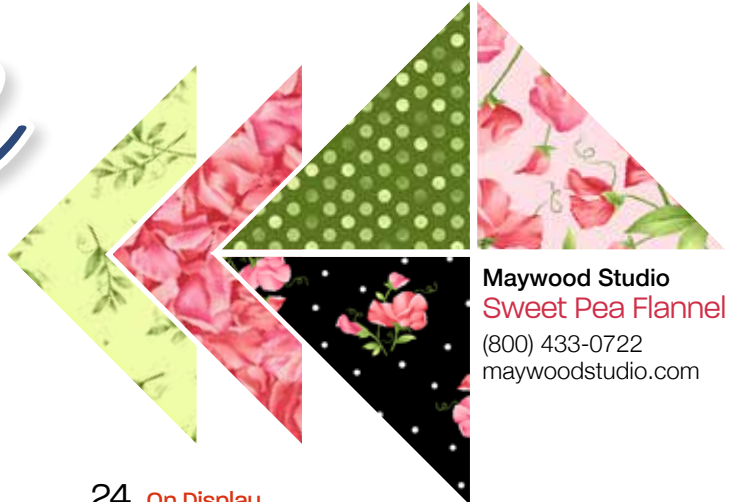
Planning, projections, and a purchasing budget will lead you to the right balance between merchandise and cash. Laurie Harsh outlines four basic steps toward an OTB plan.

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## 31 Sneak Peek—New Fall Fabric Collections

Gear up to order the new fall fabric collections to be unveiled at Quilt Market in Houston.



**Maywood Studio**  
**Sweet Pea Flannel**  
(800) 433-0722  
maywoodstudio.com

## 24 On Display

### What's Old Is New Again

For Julie and Kathy, garment sewing never went away, but now it's growing again. Learn from their experience how you can get some of this action going in your shop.



## 29 On Our Cover

### Timeless Treasures' Cotton Tale Farm

Introducing a fabric collection from Bunnies by the Bay, for creating lovable and cherished nursery gifts.

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### My Favorite 5 from the Front Lines

Karen Montgomery counts down five strategies for evaluating and making improvements in your business and your life as a shopowner.

## 42 The Rubber Band

### The Law of Environment

Writing from the county fair, Sandy Pirdy asks, "Are you a 'blue ribbon' achiever?" If your environment is not conducive to achievement, it may be time for a change.