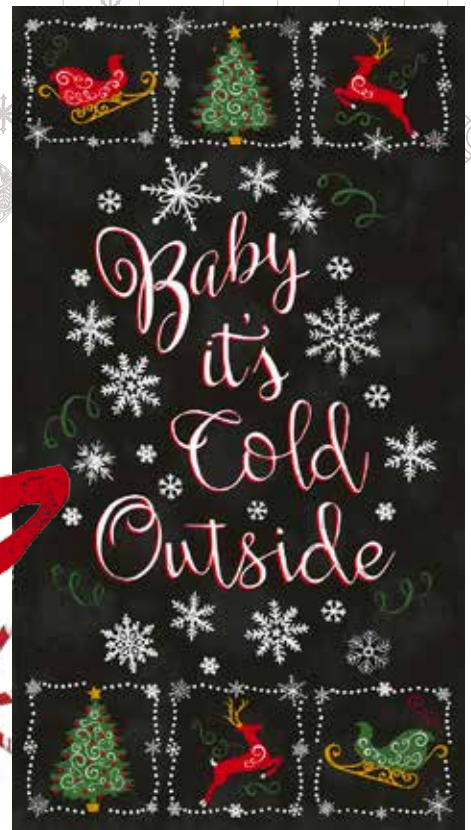


Inside



4 Promotional Calendar Ideas

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

8 FabShop Dinner Party Recap

FabShop says another thank you to its premier dinner sponsors and showcases the evening's fun and festivities.

10 Set the Stage Fall Quilt Market 2017

Kelly Davey highlights Quilt Market displays that stood out as sources of inspirations—or duplication—for your own in-store displays.

16 Your Success Is Our Success

Hoffman Fabrics describes its new programs and concepts that are making a difference in shops' profits, costs and efficiency.

20 Quilting in America Survey

Take a look at these averages for how much time and money quilters spend on their hobby in various categories. How do they compare with your own customers?

26 How Much Is a Customer Worth?

Anita Covert quantifies the financial importance of every visit with every customer. If you lose the person as a customer, how much income will you lose?

27 On Our Cover Michael Miller's Project Dovetail

Introducing a collaboration of Michael Miller's licensed designers: a collection of patterns in a soft palette that brings to mind a walk in the park on a misty day.

28 On Display Consistency: Our Ever-Evolving Game Plan

Citing consistency as their "brand," Julie and Kathy share their strategies for maintaining cleanliness, organization and inspiration throughout their shop.

30 Let's Get Legal Data Danger: Safeguarding Your Customer Data

Sarah Maxwell guides you in planning for how to respond to a data breach involving your customers' credit card data or personal information.

23 Christmas 2018

Take a look at these new versions of Santa, snowmen, Christmas stockings, and holiday greenery as you contemplate buying for the next holiday season.

34 Profitable Promotions 'Everything Old Is New Again'

Donelle McAdams "goes backwards when forward fails" and makes a case for reviving the old standby I Love to Sew Club for your 2018 promotional calendar.

36 Become a Savvy Buyer When Is a Yard Not a Yard?

Researching the issue of bolt shortages, Karen Montgomery discovers the hows and whys of double-and-rolling and then advises how to resolve individual shortages.

38 The Rubber Band The Law of Design

Want to achieve extraordinary results predictably? That's where systems thinking comes into play, and Sandy Pirdy outlines goals for "designing" your own system for 2018.

40 The Fine Print Alternative Financing for the Small Business

Brian Powers presents the pros and cons of many sources of quick money that are available to your business when your own bank is not the answer.

42 Advertiser Index

44 Social Connection Mastering the Meme: Creating Fun Images That Get Shared

Cheryl Sleboda explains memes: how to create them and how to add them to your social media mix to potentially gain some new followers.