















## **FreeSpirit Fabrics**

Vibrant Blooms by Shannon Newlin 14 SKUs Shipping July 2019 (866) 907-3305 freespiritfabrics.com



### On Our Cover

Michael Miller Fabrics introduces Abloom, by Tamara Kate.

### 6 Exclusive Member Benefit

Host Sew Days 2019 in your shop and be a part of the worldwide program to encourage sewing. Registration is free to FabShop members.

#### 6 Promotional Calendar Ideas

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

#### 10 The Signature Quilt: Turning Over a New Leaf

Find out how the "signature quilt" is chosen for Spring Quilt Market and learn about the designer being honored: Karen Eckmeier of The Quilted Lizard.

### 14 Let's Talk Split and Seamed Bolts

An industry supplier explains how fabric production sometimes calls for seamed or split bolts. Hint: It comes down to controlling costs.

#### 16 Lower Inbound Freight Costs for a Lower Cost of Goods Sold

Every dollar you spend on shipping raises cost of goods sold, so if you can lower this expense, you increase your profit margin. Here are two ways to do just that.

### 20 Be the Expert

### Educate Your Customers & Take Your **Business Back**

Your best defense against the competition, says Karen Montgomery, is education, so she advises on how to be the source for projects, products and the help customers need.

### 24 The Necessary Evil of Mrs. Hanson Matching Employee Type to the Job

Karen Hanson spells out four combinations of four employee traits and how each of the four pairings can be a help or a hindrance in your shop.

#### 28 Are You a Great Manager?

Management success comes from being a "self-determined" manager, says HR pro David Deacon, and he outlines actions you can take to reach that goal.

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#### 30 10 Top-Selling Patterns

How do pattern sales in your shop compare with these top sellers from across the U.S.?

#### 33 Kilts and Quilts: Banyan Batiks Goes to Scotland

Teaming up with Patience Griffin of the popular Kilts and Quilts book series, Banyan Batiks introduces a fabric collection to bring the author's quilt patterns to life.



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by Patience Griffin & Sue Carter 42"x42"

#### 34 New & Now Fabric Collections See what's New and available Now!

#### 46 The Rubber Band

### **Cultivating Community for Growth** and Change

Surrounding ourselves with others who want to explore, expand and achieve can inspire us toward personal and professional betterment. Sandy Pirdy explains.

## 50 Profitable Promotions Using Gift Certificates to Increase Profits in Your Shop

Donelle McAdams suggests three ideas for putting promotional gift certificates to work to increase traffic-and sales.

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### 54 Gift Certificate Survey Results

Results are in from our recent survey on gift card/certificate sales and redemption. How does your shop compare with these respondents?

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## **Timeless Treasures Fabrics** Tonga Soleil

by Daniela Stout 23 SKUs Shipping July 2019 (800) 466-0666 ttfabrics.com Runner: Summer's End, 151/2"x601/2" by Diane McGregor, Castilleja Cotton

## 56 The Fine Print

#### Concerning Coupons, Gift Cards/Certificates, Promotional Gift Cards/Certificates, and Loyalty Programs

Brian Powers addresses the most frequent legal and accounting issues surrounding the use of these marketing and promotional tools in your shop.

### 58 Social Connection

## 20 Minutes a Day: Social Media Content That Works

What will reach your social media audience faster than anything else is consistent content, says Cheryl Sleboda. She offers three steps to make it happen.

## 60 Online Sales Tax Update

States continue to establish or update their remote seller sales tax requirements, but here are some resources to help you sort out the information you need.

### 62 FabShop Market Dinner / Schoolhouse Sessions

Once again FabShop will have a big presence at Spring Market. Make plans to attend the pre-Market member dinner and these Schoolhouse sessions.

# 62 Advertiser Index

## 64 FabShop Finds

Take a look at these innovative products to inspire your customers' creativity, expand your customer base, and keep your register ringing.



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