

ON OUR COVER

CoCo by Michael Miller Fabrics  
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# 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 Five Years of American 'Farm to Fabric'

As the force behind a resurgence in textile manufacturing with U.S.-grown cotton, Clothworks' American Made Brand celebrates "our American Farm to Fabric Movement."

## 12 American Made

Supporting and celebrating all things local, we shine a spotlight on these American-made products for quilting and sewing inspiration.

## 14 BE THE EXPERT

**In a Crisis and After:**

### Keep Communicating with Your Customer

Now is the time to connect with your customer via video and build trust through product knowledge. Karen Montgomery leads the way.

## 18 THE RUBBER BAND

### The Power of Conversation

Sandy Piridy follows up on her last column, about billing bungles and how she moved from conflict to compromise. Lesson relearned: Communication is key.

## 22 Market Debut

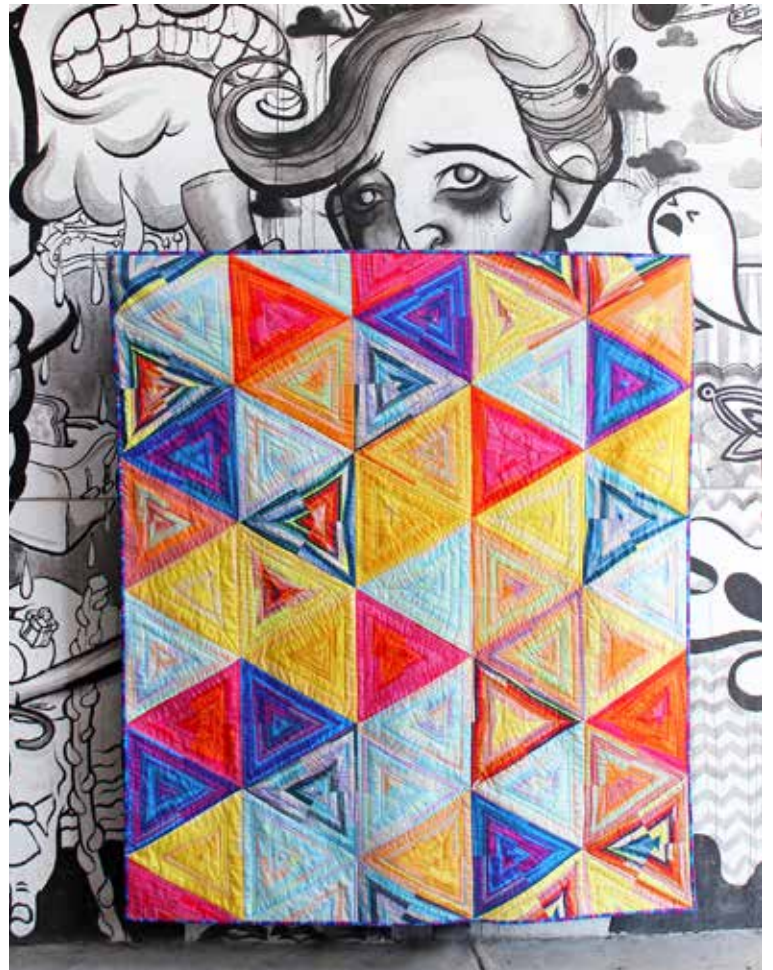
Here's a preview of what vendors had planned to introduce at Spring Quilt Market before it was canceled due to the coronavirus outbreak.

## 32 SOCIAL CONNECTION

**The Case for E-Commerce:**

### How to Stay Connected and Take Orders in a Crisis

In the pandemic, stores have become creative in crafting ways to take orders online when they didn't previously have that option in place. Cheryl Sleboda reviews several choices.



Collection: Horizon by Grant Haffner for Windham Fabrics  
Quilt: Refract by Tamara Kate, 59" x 68", windhamfabrics.net

## 36 ON DISPLAY

### The RV Method of Inventory Control

Julie and Kathy take a cue from their RV-traveling customers: When you're out of space, something has to go. They explain the strategy applied to their store inventory.

## 40 THE NECESSARY EVIL OF MRS. HANSON

**You've Got Some Nerve:**

### The Everyday Risks in Retail Business

Karen Hanson explores how to assess and manage the three primary "everyday" risks in your business so you can avoid failure and generate success.

## 42 THE FINE PRINT

### Changes Ahead in VISA Swipe Fees

As VISA changes the rates merchants pay to accept its cards, what will this mean for us and our customers? Brian Powers explains the changes and provides insight.

## 43 Advertiser Index

## 44 Sometimes a Great Notion

Introducing new products for facilitating garment sewing and alterations, turning fabric tubes and points right side out, and adding shine and dimension to a range of projects.