

## ON OUR COVER

### Story Time for Kim's Cause by Maywood Studio

See pg. 13

Quilt: *Return to Simpler Times*  
by Jerry Stube Designs

## 22 Rustic Textures

These soft, supple abstracts and toned-down hues lend a touch of countryside comfort and charm to a wide range of projects.



# What's Inside

## 4 Shopowner Resources

Mark your calendar for these specially planned days ahead. 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 THE RUBBER BAND

### The Great Disrupter of 2020

Sandy Pirdy takes a look at the havoc wreaked on retail by the pandemic, her own response to the challenges, and the opportunities that are presenting themselves.

## 14 ON DISPLAY

### Lessons Learned on 'Lockdown'

When the shutdown hit, Julie and Kathy ramped up their website along with readying their shop for reopening. In the process they reaffirmed their preference for in-person retail.

## 18 THE NECESSARY EVIL OF MRS. HANSON

### From Mandatory Shutdown to a Measured Reopening

Karen Hanson recounts retailing during the shutdown and how her experience and observations are factoring in to her shop's "new normal" now that it's reopened.

## 20 BE THE EXPERT

### Unmasking the Facts About Thread Count

"Quilter's cotton" and thread counts have been all over the news for mask-making. Karen Montgomery makes sense of what the dimensions mean for your customers.

## 27 REORDER RELIABILITY

### Terrain by Windham Fabrics

With 12 new saturated hues (for a total of 32 textured prints), Terrain is anything but basic.

## 28 PROFITABLE PROMOTIONS

### Plan Promotions for When Your Doors Reopen

Donelle McAdams shares a wealth of ideas for events and products to promote when you're ready to welcome customers back to their "haven"—your shop.

## 32 SOCIAL CONNECTION

### Even After You Reopen, Keep the Online Momentum

Reopening your store does not mean cutting back on online activity. Cheryl Sleboda advises to keep those new channels open as part of your regular business flow.

## 34 Increase Revenue with a Mobile-Friendly Website

Mobile optimization is paramount to growing your revenue, so FabShop presents the latest statistics to help you plan your mobile marketing strategy.

## 36 THE FINE PRINT

### After Your Business Is Destroyed by Fire

Brian Powers reexamines his own past advice in the aftermath of a catastrophic blaze that led to a total loss of his business and home.

## 39 INDUSTRY INSIGHT

### Today's Quilting Trends

Mark Hyland shares survey results that provide a comprehensive look at today's quilters and their shopping habits.

## 42 Advertiser Index

## 43 Sometimes a Great Notion

Introducing new products for piecing Dresden Plates, holding layers tight with heavy-duty magnets, and lining up stitching lines with lasers.

## 44 More Market Debut

Here's a look at notions and gift items that vendors had planned to introduce at Spring Quilt Market.