



What's Inside



ELIZABETH'S STUDIO
Winter Song Panel
(732) 651-4115
elizabethsstudio.com

ON OUR COVER

Farm Girls Unite

The newest collection from Poppie Cotton features a panel print of Rosie the Riveter, the iconic WWII heroine, along with a delightful variety of prints that recall the pleasures of country life.

4 Members' Favorite Benefits

Are you using your Fabric Shop Network membership to the fullest? Review the many benefits and see if you're missing anything.

6 Promotional Calendar Ideas

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

10 RETAIL RESILIENCE

After a Series of Ups and Downs, Susan Ziegler Emerges Again with Big Ideas

Being knocked around in the "waves" is scary at times, but also exhilarating, says Susan Ziegler. It's how she sees her career and the quilting industry now.

16 DESIGNER SPOTLIGHT

Barbara Cherniwchan, Coach House Designs

Her journey into pattern and fabric design has taken Barbara Cherniwchan to creative places, and now to Clothworks, where her new collection will debut in February.

20 ON DISPLAY

Inspiration, Not Frustration: Is Yours a 'Yes' Store?

To endure through these trying times, Julie and Kathy are striving to ensure customers have a "yes" experience whenever they visit. Take heed.

24 THE NECESSARY EVIL OF MRS. HANSON

6 Steps to Staffing Your Store

Karen Hanson shares her hard-earned wisdom about hiring, firing, and retaining employees.

26 Christmas 2021

'Tis the season for previewing next year's holiday fabric collections, quilt patterns, and gift items.

33 REORDER RELIABILITY

Holiday Charms

Robert Kaufman offers an assortment of perennially charming, festive prints for decking the halls next holiday season and beyond.

34 SELLING SEWING MACHINES

Selling Entry-Level Machines: Set Yourself Apart with Bundling

What can you do to be more competitive in the \$300 to \$500 range? Give customers something no one else offers. Amy Baughman explains.

36 PROFITABLE PROMOTIONS

3 Proven Promotions for New Customer Sales and Engagement

Take inspiration from three FabShop members who have gotten creative to drive store sales and new customer engagement.

40 RUBBER BAND

The Wave of Unreality Becomes the New Reality

Sandy Piridy reviews lessons learned from favorite books and how they continue to serve her well during these pandemic times.

42 SOCIAL CONNECTION

Digital Disaster Planning: Don't Risk Losing Your Digital Assets

Just as you have a plan for when the power goes out in the store, you must also have a disaster plan for when technology fails. Cheryl Sieboda tells you how.

44 THE FINE PRINT

Facebook Live: The Fine Print That Shops Should Know and Consider

Brian Powers addresses a host of privacy issues, permissions and consents, and copyright and trademark considerations to understand before going "Live" on Facebook.

47 TECH TALK

What Do Those Terms Mean?

Ivete Tecedor defines the tech terms that you come across often in our industry, thus presenting a baseline vocabulary to communicate in.

50 BE THE EXPERT

Build Your Customer Base with Good, Solid Information

Mask making may have attracted new customers to your shop, and now Karen Montgomery advises how to keep them coming back for more.

52 Sometimes a Great Notion

Sue O'Very-Pruitt introduces new products to improve the cutting of fine points, measuring for garment fitting, and hooping fabric for machine embroidery.