

# What's Inside



Stitch Happens Quilt Pattern, pg. 25

## ON OUR COVER

### Watercolor Beauty

Introducing a lovely collection of 26 watercolor florals by In the Beginning Fabrics, plus the book Charming Floral Quilts and a separate quilt pattern.

## 4 Members' Favorite Benefits

Are you using your FabShop Network membership to the fullest? Review the many benefits, see if you're missing anything, and start taking advantage today.

## 6 Promotional Calendar Ideas

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

## 10 DESIGNER SPOTLIGHT

### Valori Wells, Valori Wells Design & the Stitchin' Post

After 20 years of walks down various creative paths, Valori Wells is back in her Oregon hometown, a shopowner and designer of a new collection for FreeSpirit Fabrics.

## 14 THE NECESSARY EVIL OF MRS. HANSON

### Where Have All the 'Divas' Gone?

Missing those showy anchor prints due to pandemic-caused low stock levels? Karen Hanson shares merchandising ideas to keep customers from noticing a shortage.

## 18 ON DISPLAY

### Confidence + Cleanliness = Control

Julie and Kathy outline the three C's of making your shop a clean, inviting, positive place—especially during a pandemic.

## 20 SELLING SEWING MACHINES

### 'Ninja' Selling: Subtle Skills, Big Results

Yes, getting shoppers to sit down to show them a new machine can be a challenge. Amy Baughman says that's where "ninja" selling techniques come into play.

## 24 Brighter Days

Lift your mood and say "Welcome" to spring with this wide assortment of brights—in fabric collections and quilt designs, and even a few gift items.

## 30 RUBBER BAND

### Resetting My Compass to Sustain My Business

In the last year, Sandy Piridy felt as if she was headed "south," until she found new ways to do old things—a new path to her "true north."

## 32 PROFITABLE PROMOTIONS

### Virtual Quilt Retreats

Take inspiration from three FabShop members who are transforming their in-person retreats to online events—and finding new customers and profits along the way.

## 36 THE FINE PRINT

### Your Business and the COVID-19 Vaccine

Can an employer require a COVID-19 vaccination as a condition of employment? Yes. And no. Or maybe. Brian Powers explains.

## 40 BE THE EXPERT

### 5 Must-Have Sewing Tools for the New Quilter

While mask making has become a chore for many, the process of sewing and creating is still exciting, and that means supplies. Karen Montgomery suggests her top five tools.

## 42 SOCIAL CONNECTION

### Jump on This Trend: Short-Form Video Continues to Dominate Social

Social media has turned to "short form" video content, often less than 30 seconds. Cheryl Sleboda tells you where to start sharing your own.

## 44 TECH TALK

### Apps to Consider in 2021

The new year means it's time to try new tools for enhancing productivity. Cheryl Sleboda outlines five apps to free you to work on bigger-picture projects and more.

## 46 WEBCENTS

### Get Your Website Ready for Google Changes

Google algorithm changes coming in 2021 will have a big impact, so now is the time to fine-tune your website to comply with the changes.

## 48 Industry Stats from 2019

How do your 2020 financial results compare with 2019 statistics? This comprehensive compilation makes it easy to see your results in relation to the industry as a whole.