

# What's Inside

## 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 to help you plan themed events and classes in your shop.

## 10 RETAIL RESILIENCE

### Lisa Furleigh: Quilting in the Valley

Find out how this business has grown from one small shop to five brick-and-mortar locations in the Illinois River Valley, even amid the pandemic.

## 14 DESIGNER SPOTLIGHT

### Natalie Barnes: Beyond the Reef

What began with a visit to a friend in Hawaii has grown into a business of quilting patterns, books, workshops, and fabric designs.

## 18 THE NECESSARY EVIL OF MRS. HANSON

### Customers Got You Down? Let Me Count the Ways

Karen Hanson brings a bit of levity to these pandemic times as she recalls "notable" encounters with a few choice customers.

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### My COVID-19 Story: the Fear, the Fight, and the Aftermath

Sandy Pirdy shares a deeply personal account of her experience with COVID and how that's caused her to rethink her business for the better.

## 26 New Releases

See what's new in fabric collections, patterns and projects sure to inspire your customers for months to come.

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### Bring Out the Bags!

After 20 years in the business and over 1,000 sewn models to show for it, ByAnnie.com makes it easy to host a trunk show, and to show off your shop on its website.

## 32 TAKE CHARGE

### Reach for the Rewards

Lisa Furleigh recounts how her business actually got a boost from the pandemic and spells out six ways to stay focused on your own path to profits.

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#### Profiting from Sewing Machine Repair

Amy Baughman says your repair department should be a huge profit center for your store. Here's how.

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Brian Powers reviews credit card processing and how to figure out the best system for your business.

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Julie and Kathy outline how they took their ruler wall from unattractive and inconvenient to a better look with better access for customers—and better sales as a result.

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### Equipment Extras:

#### Upgrade the Sewing Experience

"Maybe not necessary but fun to have" is how Karen Montgomery describes these bigger-ticket items as she explains how to sell them effectively in your shop.

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### I've Got a Notion!

With Donelle McAdams as your guide, boost your in-store or virtual sales by demonstrating and promoting these handy notions and tools.

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### Social Media Automation Software

Keeping up with social media posting requires automation, and Ivette Tecador shares her research on the tools available to help you.

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### Apple and Facebook Fight Over Users

Cheryl Sleboda explains how Apple's coming iOS 14 updates may affect your marketing through Facebook, while also emphasizing how to keep up your social media marketing.

## 51 Advertiser Index

## 52 Creative Grids Releases New Ruler

Introducing the Log Cabin Trim Tool Duo, with exclusive markings to create perfect finished Log Cabin, Half Log Cabin, or Courthouse Steps blocks up to 10" square.