



Windham Fabrics
Farm Meadows
by Clare Therese Gray
(866) 842-7631
windhamfabrics.com



pg. 14

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

Quilter's Corner, Midlothian, Virginia

Tiffany Sherman saw a range of ups and downs in a decade of shop ownership, even before the pandemic. But she's learned from each setback how to power on.

14 DESIGNER SPOTLIGHT

Sarah J. Maxwell, Designs by Sarah J

What started as a dream for Sarah J. Maxwell eventually became the reality of quilt-shop ownership. And that's led to fabric designs, quilt designs, books, and more.

18 ON DISPLAY

Love Your Niche

Concentrate on what you love about running your business and eliminate what you don't. Julie and Kathy recount how this formula has worked for them for 43 years.

22 TAKE CHARGE

All Inventory Is Not Created Equal for Profitability

Lisa Furlough explains how to maximize profits and grow your business, even on inventory with slimmer margins. Case in point: AccuQuilt.

26 In the Kitchen

Gift giving never "tasted" so good! Fun and easy projects for the cook abound in this round-up of kitchen-themed patterns and fabrics.

32 THE NECESSARY EVIL OF MRS. HANSON

Develop Soft Assets to Add Value to Your Business

Although they cost very little to create, soft assets can add immense value to your business. Karen Hanson provides examples.

36 RUBBER BAND

Be the Change-Maker with Hope

With the newest John Maxwell book as inspiration, Sandy Pirdy writes of a new frame of mind and a renewed sense of hope and possibility as we emerge from the pandemic.

40 FAVORITE NOTIONS

Notions to Include in Every Demo You Do

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

42 SELLING SEWING MACHINES

At Your Service: Profiting from Service Agreements

If your shop is offering machine repair services, you should be offering a service or maintenance program as well, says Amy Baughman. Here's how.

44 THE FINE PRINT

Understanding Dealer Agreements

With more manufacturers and designers selling direct to consumers, dealer agreements are more important than ever. Brian Powers helps you understand the issues involved.

45 REORDER RELIABILITY

108" Wide Backs

Benartex, Kanvas Studio, and Contempo offer a widely varied assortment for quilt backs, ranging from distinctive large-scale patterns to tonal blenders.

48 SOCIAL CONNECTION

Audio Killed the Video Star? How to Use Audio in Your Sewing Business

Video has ruled over online content for some time, but now audio is coming in for a resurgence. Cheryl Sleboda guides you in applying this trend to your business.

50 TECH TALK

What Can I Automate in My Shop?

Ivette Tecador looks at the benefits that automation can bring to your business.

51 Advertiser Index

52 WEBCENTS

The Best Times to Post on Social Media

See how these peak times compare with those of your customer base and take them into account as you plan your content calendar.

ON OUR COVER

Sew Steady Partnership Program

With a range of sewing accessories on offer, Sew Steady wants to partner with your shop in hosting events to move product and boost profits.