



Quilt Retreat by Cynthia Frenette, NORTHCOTT (201) 672-9600, northcott.com

# What's Inside

## 4 Members' Favorite Benefits

Are you using your FabShop 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 THE NECESSARY EVIL OF MRS. HANSON

### It's Show Time: Plan, Promote, and Profit at Consumer Shows

Now that consumer shows are in-person again, it's time to consider this marketing and selling opportunity and the profits it can bring. Karen Hanson will help you prepare.

## 16 SELLING SEWING MACHINES

### Are You Using Your Finance Company to Its Fullest Potential?

You may offer financing to sell machines in your store, but did you know that financing can be used to increase sales of other products and services? Amy Baughman explains.

## 18 THE RUBBER BAND

### Different World, Different Leadership Style

Sandy Piridy shares lessons from a new book by Stephen Covey that lays out five emerging forces in the world and how these call for a new leadership style.

## 22 Back to School

One school year just ended and that means time to sew for the next one—especially when the back-to-school gear includes these fun kids' togs and bags.

## 24 Partner with Your Suppliers' Brand Ambassadors

Deb Messina outlines five ways that your suppliers' brand ambassadors can serve as "freelance" teachers for you—to expand your shop's reach and educational offerings.

## 25 REORDER RELIABILITY

### Maywood Studio's Opal Essence

Behold the creativity of the 2022 Maywood Maker ambassadors, sure to inspire you with the Opal Essence collection—harmonious shades of color with a touch of shine.

## 26 Fabric Finds

Introducing new fabric collections in a range of styles, patterns and themes—including Halloween.

## 30 THE FINE PRINT

### Issues and Challenges: Loyalty Programs

If you are using a loyalty program to gather data from customers to market to them more effectively, heed this advice from Brian Powers.

## 32 PROFITABLE PROMOTIONS

### Creating Community and Profits with Zoom and YouTube

Facebook Live is not the only avenue for reaching your customers virtually, as you'll learn from these two shop-owners and what's worked for them.

## 36 TECH TALK

### Using QR Codes to Enhance Connections with Your Shoppers

With these codes now so widespread, and consumers more agreeable to using them, how can we apply them in our stores? Cheryl Sleboda counts the ways.

## 37 Advertiser Index

## 38 TAKE CHARGE

### Social Media and the Counterfeit Culture

Lisa Furleigh advocates for having an active presence on social media to protect our businesses and prevent less-than-honest retailers from victimizing our customers.

## 40 SOCIAL CONNECTION

### Manufacturers: Your Social Media Assets Can Help Us Sell Your Merchandise

Cheryl Sleboda addresses industry manufacturers on how to help retailers improve and expand their social media campaigns on the suppliers' behalf.

## 42 WEBCENTS

### Time Is Money: How to Fix Your Slow Website

You don't want your website to take so long to load that shoppers click away. Here's how to speed things up.

## ON OUR COVER

### Birds in Toyland

Quilt a Christmas heirloom in colorful wool and cotton appliqué, as featured in C&T Publishing's new book by Becky Goldsmith with Linda Jenkins.