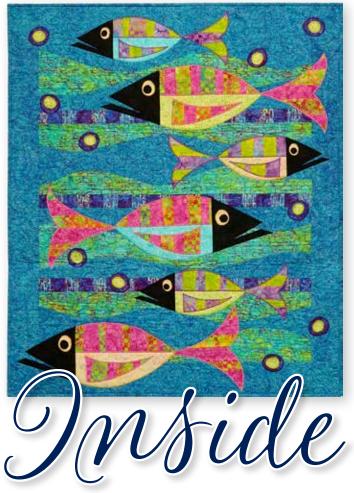
Island Batik, Jewel Box by Kathy Engle, Colourwerx Quilt: Mod Fish, 36"x48"



6 Exclusive Member Benefits

Time to start planning and promoting Local Quilt Shop Day, Jan. 25. Sign up today for your bonus Gold Rush event planner.

6 Promotional Calendar Ideas

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

10 Building a Sense of Community at Wooden Gate Quilts

After suffering a debilitating stroke, Debi Bucciarelli found her way back to health via her local quilt shop—and bought the business six years later! A new vision is underway.

14 The Necessary Evil of Mrs. Hanson The Value of MAP Policies

Karen Hansen explains how minimum advertised pricing among fabric suppliers would be a win-win for retailers and is critical to sustainability.

19 On Our Cover

HoopSisters: Classroom Programs That Sell, since 2008. Providing sewing shops an advantage over online competitors, HoopSisters helps you attract foot traffic and a captive audience for demonstrating embroidery machines.



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20 Be the Expert Making the Best of a Sticky Situation: Paper-Backed Fusible Web

Explore the latest in fusible webs, or your customers may be missing some excellent products and you may be missing sales. Karen Montgomery is your guide.

24 The Fine Print A Beginner's Guide to ADA Compliance

for Websites

Start making your site ADA-accessible before you get targeted by plaintiffs, advises Brian Powers. He offers guidelines to help you do just that.

31 New & Now Fabric Collections

See what's New and available Now!





40 Social Connection

The More Things Change, the More You Should Stay the Course: Consistency in Social Media Wins the Race

Cheryl Sleboda makes the case for all but ignoring the ever-changing rules of social media and says to just keep posting. Here's how.

48 Grant Funding for Your Business

The founder of Soak Wash Inc. shares her experience of applying for—and winning—a \$100,000 small-business grant.



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3 Promotions to Boost Sales

Be creative in promoting your store, staff, education, and products with these three ideas from Donelle McAdams.

54 Designer Spotlight Rose Ann Cook

The pattern and fabric designer has developed a pattern series that is fat quarter friendly and the patterns make two different quilts from one fat quarter bundle.



Island Batik, Jewel Box by Kathy Engle, Colourwerx Quilt: Mod Blossom, 66"x86"

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57 Market Education Sessions

Take a look at FabShop's Schoolhouse sessions and Business Seminar coming up at Quilt Market in Houston. Enroll now at quilts.com.

57 FabShop Market Kickoff Dinner Party Time once again for this perennially popular

pre-Market party!



58 Houston Shop Hop: Touring Local Shops

Here's a preview of local quilt shops in the greater Houston area, along with a brief listing of other fun things to do while you're in town for Quilt Market.