



### On Our Cover

Lustre by Banyan Batiks for Northcott Fabrics joins the Banyan Batiks Essentials Line.

(800) 223-6337  
banyanbatiks.com

### 4 Exclusive Member Benefits

Give your shop a boost with the tools you'll learn in Shopowner Boot Camp, starting Sept. 11. And host Local Quilt Shop Day 2020 on Saturday, Jan. 25. See details.

### 4 Promotional Calendar Ideas

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



### 32 Profitable Promotions

#### Using Your Checkout Area for Add-on Sales

Keep the creative inspiration going at your checkout area and show customers “one more thing” before they complete their purchase. Donelle McAdams explains how.

### 34 The Fine Print

#### Can You Charge a Fee for Credit Card Transactions?

Brian Powers discusses credit card surcharges and other fees you might charge to recoup merchant fees. But even if they're allowed in your state, should you charge them?

### 36 Social Connection

#### The 2 E's of Social Media Content

Cheryl Sleboda spells out the two types of content for posting on social media and how to make each one work for your business.

### 38 Marketplace Sales Tax Collection

Are you selling via marketplace facilitators, such as Etsy, or eBay, or to customers in other states? If so, learn about the new and different tax obligations you may face.

### 40 Customer Loyalty Program Survey Results

See how your fellow shopowners responded to a survey about customer loyalty programs. How do they compare with your own experience? Is it time for change?

### 42 Advertiser Index

### 42 Market Kickoff Dinner Party

Time once again for this perennially popular pre-Market party! Book the hotel now to take advantage of FabShop's block of rooms for members.

### 44 FabShop Finds

Introducing new fabrics, patterns and notions to inspire your customers' creativity and enhance the sewing process.

# Inside

### 8 The Challenges of Owning 2 Shops: One Modern, One Traditional

Brenda Ratliff shares what she's learned since taking on a second store, in a different “genre.” Hint: It's more different, and challenging, than she expected.

### 12 The Rubber Band

#### The Law of Trust, Tula Style

Sandy Pirdy interviews Tula Pink about her inspiration and along the way gains insights into the designer's successes—and a few tips for the future of our industry.

### 18 The Necessary Evil of Mrs. Hanson

#### The Case Against a Full Class Roster

Karen Hanson provides food for thought on the necessity and profitability of holding classes in your store and shares alternatives you might consider.

### 23 Designer Spotlight

#### Pearl Louise Krush, Pearl Louise Designs

“I have always loved creating,” says Krush, who's taken that love in a number of directions over her career. Her latest inspiration? Vintage campers!

### 24 Denim Inspiration

Denim is not just for blue jeans, and here's a gallery to prove it! America's favorite fabric and denim-inspired prints are just right for sewing projects of all kinds.

### 30 Be the Expert Shear Details

Quilters love the rotary cutter, but Karen Montgomery revisits the various kinds of scissors and shears that may “cut a path” to new sales in your shop.