



# 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

### Good, Better, Best: What Makes a Great Fabric Rep?

Karen Hanson spoke with a few of her favorite reps and found that these good attributes provide a welcome counter to the not-so-good.

## 14 THE RUBBER BAND

### A 'Carrot a Day' Staff Recognition and Reward

Determining to do better at staff recognition, Sandy Pirly is rethinking rewards and using daily "carrots" to "feed" her staff and keep them growing with the shop.

## 16 TAKE CHARGE

### Problem-Solving with Your Team Bump Up Your Sales

Lisa Furleigh recounts the problem-solving model that she implemented with her team to come together and overcome a recent sales slump in her shops.

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### Employment Law for Small Business

As employment law grows to reflect society's values, Brian Powers reports best practices for ensuring the well-being of your company and employees.

## 23 INSPIRATION

### Bags

A stunning collection of patterns for making a bag for all reasons and seasons.

## 24 INSPIRATION

### Wearables

Explore the intersection between fashion and art with fun fabric combos and patterns—for adults, kids and even the dog!

## 28 TECH TALK

### Survey Success: How to Write Effective Survey Questions

A survey is only as good as the quality of the questions asked, says Cheryl Sleboda, as she describes how to craft effective questions.

## 30 SOCIAL CONNECTION

### We Feel Your Pain: 'Pain Points' as a Social Media Strategy

Cheryl Sleboda reminds us that good business is about helping people solve problems—and to extend your helping hand in social media as well as in-store.

## 32 THE SOUND OF SHOPPING

### Making Waves: Music Rights for Retail

The moment you unlock your doors and the public enters your shop, the rules change for how music can be played in that environment. Joy Draughon explains.

## 36 PROFITABLE PROMOTIONS

### Local Quilt Shop Day Promotion Roundup

Looking for promotion ideas for the next Local Quilt Shop Day? Deb Messina shares ideas that worked this year, straight from the creative shopowners themselves.

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### ON OUR COVER

### Hoffman Palette of the Season

Introducing Hoffman Fabrics' newest program, showcasing its most famous basic, the *1895 Hoffman Bali Watercolors*, with quilt samples that will last season after season.