

Regalia by Aaron Martin, Elizabeth's Studio (732) 651-4115, elizabethsstudio.com

What's Inside

ON OUR COVER

Garden of Dreams II, by Jason Yenter

In the Beginning Fabrics introduces a beautiful collection of floral and leafy patterns, digitally printed in vibrant colors and fine detail.

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 PROFITABLE PROMOTIONS

Inspiration Strikes and Profits Follow

Deb Messina interviews two shopowners who tried something new and different to boost their sales during slow periods.

16 Advertiser Index

18 SELLING SEWING MACHINES

Fill the Seats:

Going 'Old School' to Draw People Back to Events

We have more ways than ever to reach people, but this does not mean abandoning "old" methods. Amy Baughman takes a look at the full range of approaches.

22 Fabric Finds

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

28 Buy the Book

Here's a preview of newly releasing book titles, covering a range of quilting topics from some of the industry's best-known experts.

30 TAKE CHARGE

Take Care of Your Self While Taking Care of Business

Knocked off balance by the stresses of the pandemic and the post-pandemic world? Lisa Furleigh offers some guidance for making peace with current circumstances.

$34\,$ the Rubber band

Tools for Talking When Stakes Are High

Sandy Pirdy reports on a newly discovered book that speaks to her, on how to have those "crucial conversations" that too many of us are prone to avoid.

36 TECH TALK

Avoid Pitfalls in Online Interactions: Are You Crowdsourcing Your Business Online Too Much?

Now that you can pose any question online, should you? Cheryl Sleboda cautions that by trusting online sources too much, you may be exposing your business to risk.

38 SOCIAL CONNECTION

Influencer and Brand Ambassador Marketing: How Sewing Retailers Can Benefit the Right Way

Cheryl Sleboda looks at the role of brand ambassadors in our industry and emphasizes the importance these influencers should place on promoting sales.

40 THE FINE PRINT

Grants for Small Businesses

Brian Powers provides an overview of small business grants and what it takes to tap into this source of funding.

42 DESIGNER SPOTLIGHT

Christina Cameli

With a curiosity for color, pattern, and interesting shapes, Christina Cameli has found success as a fabric designer for Maywood Studio.