

what's inside

ON OUR COVER

Haleyon II by Jason Yenter

In *The Beginning Fabrics* introduces another vivid collection of prints sure to evoke more idyllic times.

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 TAKE CHARGE

Ready, Set, Goal!

How to reach the possibilities that you want to reach in this new year? Lisa Furleigh leads the way with another look at goal setting.

14 PROFITABLE PROMOTIONS

AND THE WINNING BIDDER IS...

Auctioning Off 'Retired' Shop Samples

Deb Messina interviewed two shopowners about what to do with retired samples and learned three ways to conduct an online auction on Facebook.

22 THE FINE PRINT

Protecting Your Business from Injury Claims

What happens if someone incurs an injury in your shop? Brian Powers advises about your liability for people you invite onto your premises and how to protect your business.

26 SELLING SEWING MACHINES

Why FOMO Can Be Bad for Business

It's easy to fall into the trap of constantly monitoring your competitors out of a "fear of missing out." Amy Baughman outlines four pitfalls of doing so.

30 SPECIAL FEATURE

Block-of-the-Month Programs

Quilting becomes easier and more fun for many customers when they make a block a month, and these new BOM programs cover a wide range of styles and genres.

38 INTERVIEW

Meet Steve Jeffery

BREWER QUILTING & SEWING SUPPLIES

Brewer's new president and CEO shares a bit about his past and about the present and future of the company he now heads and the greater industry as a whole.

42 EXTEND & GROW THROUGH SOCIAL MEDIA

ARE YOUR SOCIAL MEDIA ACCOUNTS

Open for Business?

How to expand your business and attract new customers from across the globe? With social media, of course. Apply this quick audit to see if you're taking full advantage.

48 POSITIONED FOR SUCCESS (POS)

The Importance of a POS System

Despite the large initial investment that a point-of-sale system requires, it can provide long-term profitability, management tools, and stress relief. Joy Draughon explains.

51 Advertiser Index

52 THE RUBBER BAND

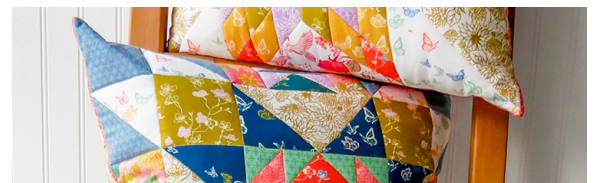
Living Intentionally During a Time of Transition

With newfound freedom and choices since selling her business last year, Sandy Piridy found herself struggling with focusing her time and energy. Here's how she got a grip.

54 SPECIAL SECTION

Fabric Finds in Bloom

Nothing says "springtime" like colorful florals! We've gathered up some of the most spectacular new collections to showcase looks from dainty to bold.



60 Merchandising Matters

Let these ideas from shopowners and vendors inspire you with ways to draw customers' attention to specific products and projects.