

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 SELLING SEWING MACHINES

Increase Foot Traffic With a Stitchers Showcase

Imagine the traffic of your local quilt show with you the only "vendor." That's what Amy Baughman pulled off when she hosted a Stitchers Showcase in her shop.

14 PROFITABLE PROMOTIONS

Bus Shop Stop

QUILT GUILD MEMBERS SHOP, LEARN, AND SHOP SOME MORE An enterprising shopowner flipped the bus-tour concept and created a Bus Shop Stop. Deb Messina outlines how it worked at The Sewing Basket in Plymouth, Wisconsin.

20 THE FINE PRINT

The Digital Millennium COPYRIGHT ACT

Brian Powers explains copyrights in relation to patterns and written materials, and debunks common copyright myths.

28 TECH TALK

Important Data Points to Collect in 2024

Cheryl Sleboda helps you understand what data you need to track and analyze. Learn why and how the data might lead you to make changes in your shop.

30 Advertiser Index

32 SOCIAL CONNECTION

'Shares' Is the New Social Media Engagement Signal to Watch

The number of times a post has been shared is now also factoring into a post's virality, so Cheryl Sleboda describes how to make your posts more shareable.

34 extend & grow through social media

Measure Your Success

Ensuring that your social media efforts are yielding tangible results calls for monitoring and analyzing three key metrics. Teresa Coenen explains how to use each one effectively.

38 TAKE CHARGE

Meta, Schmeta

MEET CUSTOMERS WHERE THEY ARE: ON SOCIAL MEDIA

Shops must be consistently active on at least one social media platform, says Lisa Furleigh, and she offers some tips to help you keep up.

40 TAKE CHARGE

How to Deal with Disgruntled Customers **IN-STORE AND ONLINE**

Lisa Furleigh lays out the many ways for customers to leave feedback and complaints—and the ways you can take charge and manage them.

42 FROM OUR LIBRARY

Should You Stay 'True' to Your 'Brand'?

Jennifer Albaugh looks at the pros and cons of having a particular set style that you always buy for, versus branching out and trying something new.

44 MILESTONES

Celebrating Milestones and Making Waves

Curiosity has played—and continues to play—a big role in the journey of the three businesses profiled in this issue for marking a significant milestone.

48 SPECIAL SECTION Fabric Finds

'Tis the season ... to think ahead to next Christmas! Take a look at seasonal fabric designs and patterns to come, and start planning for spring shipping.







52 special section

Pantone® Color of the Year 2024 PEACH FUZZ

A look at the newly released Pantone Color of the Year with Moda Fabrics' upcoming collections.

ON OUR COVER

Quilting Reimagined!

BERNINA Q 16 PLUS

BERNINA introduces a new level of "quilting wow" with its Q Series longarm machines.