

# 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.

## 7 Jelly Roll Inspiration

Exciting patterns to inspire your customers for Moda's Project Jelly Roll, coming up on September 21!

## 10 EVENT HIGHLIGHTS

### Observations from QuiltCon 2024

LeeAnn Vallejos came away from the recent QuiltCon with new inspiration to keep innovating, exploring, and reimagining quilting for her own shop.

## 12 THE FINE PRINT

### What Is a Percentage Lease?

As retailers consider percentage leases to combat rent inflation and control cash flow, Brian Powers explains these and other lease terms.

## 16 SELLING SEWING MACHINES

### New Machines Are Coming!

### Planning for a Successful Launch

With several new top-of-the-line models coming out this summer, now is the time to get ready to sell them in your store. Amy Baughman is your guide.

## 20 TAKE CHARGE

### Brick-and-Mortar, Online, or Both?

Lisa Furleigh ruminates on the pros and cons of a brick-and-mortar versus online-only business model and deduces lessons for any shopowner.

## 22 REORDER RELIABILITY

### CLOTHWORKS

### Laurel Burch™ Basics

Designs that never go out of style. These timeless blenders are available for reorder.

## 23 SPECIAL FEATURE

### Block-of-the-Month Programs

Check out these three new programs to captivate your customers.

## D 24 PROFITABLE PROMOTIONS

### Motivated Employees, Taking the Reins

After selling their event ideas to their respective shopowners, these staffers made a profitable difference in their shops and showed their customers a great time.

## 30 SOCIAL CONNECTION

### Maintaining Customer Connections Amid a Social Media Outage

Shopowners must ensure continuity with customers even when traditional social media channels are offline. How to do so? Cheryl Sleboda has answers.

## 33 ON OUR COVER

### Does a Quilter Really Need a Serger?

BERNINA dispels common serging myths and highlights advantages of using a serger for quilting and creating.

## 34 TECH TALK

### CRAFTING VIDEO MAGIC

### Video Editing for Your Shop's Reels and YouTube Channel

Cheryl Sleboda explains how video editing software can help you elevate your shop's presence online and unlock the full potential of video storytelling.

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## D 36 ANNIVERSARIES

### When Opportunity Knocks, Open the Door

"Find a need and fill it" is an old adage in business, and it's what these three shopowners did. Now, many successful years later, they're celebrating anniversaries.

## D 40 Fabric Finds

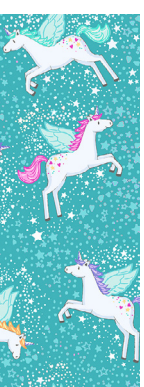
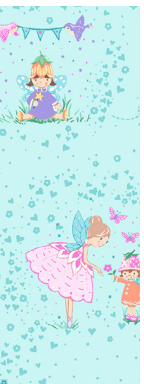
Introducing new fabric collections in a range of styles, patterns and themes.

## 44 Notion Finds

Five new tools that are sure to ease the way through a variety of sewing and quilting processes.

## D PLUS MORE IN THE DIGITAL ISSUE

- Driving Results with Sponsored Ads on Facebook
- What the Joann News Means to Independent Shops
- Merchandising Matters – Shopowner Display Ideas
- Hued Harmony: Color in Merchandising



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