



what's inside

ON OUR COVER

TILDA FABRICS

Village Life by Tilda Fabrics

Inspired by the simple joys of country living, the Village Life collection brings together vintage-inspired prints in two charming color stories.

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 Working with a Virtual Assistant

COULD A VA MAKE YOU MORE PRODUCTIVE?

Deb Messina interviewed two shopowners and a real-live virtual assistant to explore how the relationship could—or might not—work in your shop.

18 SELLING SOCIAL

Your Email Campaign Has 6 Jobs

IS IT GETTING THEM DONE?

Comparing an email campaign with a quilt sandwich, Kimberly Nichols says each “layer” affects the whole. How does your finished “sandwich” stack up?

22 New Fabric Finds

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



pg. 25



pg. 23

26 SIMPLY SUCCESS

The False Security of Full Shelves

WHY INVENTORY TURNS—NOT INVENTORY SIZE—

DETERMINE THE FINANCIAL HEALTH OF YOUR SHOP

Inventory may be one of your greatest assets, but it can also become your greatest drain on cash flow. Steve Butler spells out how to manage it carefully.

28 THE FINE PRINT

Avoiding Legal Problems When Hiring Employees

Brian Powers highlights laws governing the interviewing and hiring of new employees, offering tips along the way to avoid legal problems.

30 TAKE CHARGE

Protecting Pattern Copyright in Your Shop

Managing a retail shop where creativity flows freely can sometimes lead to an oft-misunderstood aspect: copyright law. Lisa Furleigh explains.

32 Advertiser Index

34 SELLING SEWING MACHINES

The Rise of the Serger Customer

HOW QUILTERS ARE DISCOVERING THE SERGER AND WHAT IT MEANS FOR YOUR SALES FLOOR

Quilters are discovering the usefulness of a serger, says Amy Baughman, and she reports what she's learned in selling to this “new” market.

38 Reaching a New Generation of Makers

YAYA HAN TALKS COSPLAY

Tiffany Jawor-Smith interviews Yaya Han about becoming a globally recognized cosplayer, and how shopowners can tap into this growing market.

42 TEACH. STITCH. INSPIRE.

Garment Samples

WHAT, WHY AND HOW

Teresa Coates shares how to expand garment sewing options in your shop through a focused use of sample garments.