

#### On Our Cover

Northcott celebrates Stonehenge's 10th anniversary with Solstice, a distinctive collection in resplendent hues of teal and gold, by Deborah Edwards and Linda Ludovico.

Quilt on the cover: Solstice by Tamarinis, 55" x 83"



#### 4 Exclusive Member Benefit

*Cotton Couture from Michael Miller Fabrics.* Check out this exclusive offer for FabShop members: a special one-time price on 214 Cotton Couture SKUs.

#### 4 Promotional Calendar Ideas

Use these calendars as a springboard for planning themed events and classes in your shop.

# 8 Physical and Digital Shopping Converge

Shoppers of all ages are embracing new ways of interacting with retailers. Here is a look at their expectations for how they browse, buy and engage with retailers.

#### 12 The 10 Dumbest Things I Did - Part 2

Continuing from the last issue of *FabShop News*, Pepper Cory shares more of her hard-earned, practical advice first presented at Fall Quilt Market.

# 18 The Necessary Evil of Mrs. Hanson

#### Give a Little, Get a Lot

Imagine a way to get your customers to use up their fabric stash so they'll buy more—guilt-free! Karen Hanson devised a **charity club** that's easy for them, and for you.

# 23 For Immediate Delivery Now

Introducing new fabric collections ready for shipping to your shop right now.

# 27 Riding the Marketing Wave

Capitalize on the buzz generated by Pantone's color of the year for 2019 by integrating it into your marketing efforts.

# 28 Christmas 2019

Get a jump on holiday fabric buying with these seasonal collections available now and in the next few months.

# 30 Kimberbell 'Conversation' Continues with Maywood Studio

Maywood Studio is introducing two new collections by Kimberbell Designs that "have a lot to say," thanks to Kim Christopherson's clever sayings and charming illustrations.

# 32 The Fine Print

#### **Rules on Recurring Credit Card Charges**

Brian Powers spells out guidelines for minimizing the possibility of security breaches when you have customer credit cards on file for recurring transactions.

# 34 Profitable Promotions

#### What Are You Missing? How About More Beginners?

Attracting more beginners will help you build your customer base, and Donelle McAdams advises how to get them started and growing in their quilting skills.

# 36 The Rubber Band

# Finding Her 'Why':

# An Interview with Designer Susan Rooney

Sandy Pirdy integrates lessons she's presented in past columns as she interviews industry professionals, beginning with fabric and pattern designer Susan Rooney.

# 38 Social Connection

#### How to Capitalize on Online Challenges

Join the social media conversation around an online challenge and your shop can gain positive attention for being trendy and relevant. Cheryl Sleboda explains.

#### 40 Beginning Video Marketing Strategies

Looking to connect with your customers in a more engaging way? Then it's time to start putting video marketing to use. Here's how.

# 42 Advertiser Index

# 44 FabShop Finds

Take a look at these innovative products to inspire your customers' creativity, expand your customer base, and keep your register ringing.

