



## VQM Schoolhouse March 2021

Dear Market Participants,

Thank you so much for attending the Virtual Quilt Market. When you purchased the ticket for the Quilt Market on-line, you were automatically enrolled in a most vital part of the event, known as Schoolhouse. Overall, Schoolhouse is a cherished part of Quilt Market.

Traditionally, Schoolhouse has been held the day before Quilt Market at every Fall Quilt Market in Houston and at traveling Quilt Markets in the Spring. Buyers love the extra time with the Sales Teams and Designers have time to share insight with an audience. Sales Teams and Designers also love being able to speak to a group and answer the unique questions that group dynamics create.

When we were presented with the giant problem of cancelling all conventions...even the beloved Quilt Market, we started searching for solutions. Like many others, we found on-line platforms. Although they are still pale in comparison to live and in-person events, they are growing on us. And we are growing with them. We are learning new tricks and how to use to our advantage and to your advantage, the features that on-line learning offers.

In the Spring we used Zoom for Schoolhouse and did it like a marathon, 2 days of Live broadcast videos, that were both exhausting and exciting.

For the March 2021 Virtual Quilt Market Schoolhouse presentation, we are changing platforms. We will use Cvent. In an effort to provide the best content possible, all videos are pre-recorded by the talented designers and creative professions in the industry. With this format, all Schoolhouse sessions are available to watch one at a time, until you have seen them all! All in all, you get almost 24 hours of total viewing time of the latest Quilting videos to binge watch.

In this booklet you have downloaded, you will find the Schoolhouse Sessions listed alphabetically by company. When you are ready to order new product featured in these exclusive videos, find contact information for each company at their Virtual Quilt Market Booth listing.

We look forward to seeing you ALL in the Fall at  
**QUILT MARKET HOUSTON 2021**  
**OCTOBER 23 THRU 25**

We are planning on having a live and in person Schoolhouse October 22 in Houston.

Sincerely,

**Marti Michell**

**Premiere Event LIVE 10:00-10:45am**  
**CDT on Tuesday, March 23**  
**Celebrating 100 Years: The Textile Industry**  
**and Andover Fabrics**

Since 1920, Andover Fabrics and the textile industry have evolved and flourished together. Join the Andover Team (and some very special guests) as we take a look back at the defining moments of the past century in fabric and get a sneak peek of what's to come!



*100 years*



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Celebrating  
**100 YEARS**  
OF SEWING WITH  
**THE BEST**

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CENTURY SOLIDS by ANDOVER FABRICS



## VQM Schoolhouse Sessions March 2021

### Andover Fabrics

#### **New Fabrics & Projects Your Customers Will Demand! Secret Stash & Seamstress**

**Edyta Sitar of Laundry Basket Quilts**

Learn more about all our new upcoming fabric collections and projects for them. We also share with you tips on creating Perfect Kits, Quilt Alongs, BOMs, and Notions that your customers will desire. Happy Quilting!

#### **Old Meets New: Three New Collections by Giucy Giuce and Much More!**

**Giuseppe of Giucy Giuce**

Join Giuseppe as he reveals his three new fabric collections: Nonna, Pietra, and Deco. He'll have new project and kitting ideas, share stories about the new groups to help sell the collections, and more! Hope to see you there.

#### **2021 Fabric Collections by Libs Elliott for Andover Fabrics**

**Libs Elliott**

Learn all about Libs Elliott's fun bright Andover Fabric collections and coordinating quilt projects for 2021.

#### **A Soiree of 16 New French Bee Colors & Lovely Annabella Coastal Blues**

**Renee Nanneman**

Renee's French Bees started the quilting Buzz and now they're in a full bouquet of colors including perfect neutrals. Annabella's Coastal and Indigo Blues, Sea Spray Green and soft Yellow Ray of sunshine makes this palette as good as a weekend get-away.

#### **New Alison Glass Fabrics and Products**

**Alison Glass**

Please join Alison & Andover Fabrics for updates on new fabrics and products for the coming year. Enjoy!

#### **A New Year, New Designs!**

**Max & Louise Pattern Co.**

Introducing our new fabric line for Andover Fabrics and our newest pattern releases using these fabrics. Reproduction patterns and fabric designs that stand the test of time. Learn about a variety of techniques passed down through generations.

#### **See What's New from Kim Schaefer and Little Quilt Company**

**Kim Schaefer**

Come see Kim's 3 new basic lines, Chicken Wire, Chicken Tracks, and Sugar POP. Hoot Hoot is a contemporary folk-art collection featuring Kim's whimsical designs. Kim's newest book is *Cool Cotton & Whimsical Wool Quilts*. Lastly, Little Quilt Company's newest pattern Happy Holidays to All.

### Benartex

#### **Introducing Believe in Unicorns & Peacock Flourish—Exciting New Collections**

**Ann Lauer**

Benartex has done it again. The depth and detail in these two new collections printed beautifully! The fabrics are spectacular! Ann will discuss new patterns and projects for these collections as well as offer suggestions for classes and demos. Hang on - this will be fast paced!

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## **The Lizzy Albright Master Plan**

### **Ricky Tims**

Meet Lizzy Albright, the ten-year old heroine in a new fantasy fiction novel by authors Ricky Tims and Kat Bowser. Learn about the wonderful quilt and fabrics that are available now. Catch the vision which will generate numerous spin-offs already underway. Bring excitement to your shop.

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## **Quilt a Winter Village**

### **Amanda Murphy**

Learn about the fabrics & projects designed for Winter Village, Amanda Murphy's latest line for Benartex.

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## **Big Reveal: Make Simple Quilts from Complex Fabric**

### **Paula Nadelstern**

Duets collection combines previous designs to create something new. The two all-over patterns in the Poured Color collection are versatile prints with a "more is more" attitude. Paula will explain function of different types of prints.

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## **Quilts to Inspire and Celebrate**

### **Weeks Ringle, Bill Ringle**

Learn how to use the Warp+Weft Holiday along with Warp + Weft 2 to make a variety of projects to celebrate holidays throughout the year. Also learn strategies for selling them in your shop and show quilts from A Quilter's Guide to Solids.

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## **Best Quilt Sew Knit Products Ltd.**

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## **More Easy Precision Piecing with Bernie, Shelly, and Acorn Products!**

### **Bernie Tobisch, Shelley Scott-Tobisch**

Bernie & Shelley of Easy Precision Piecing & Little Oak Patterns will show how Acorn Products by BQSK are designed to tackle sewing blunders while smoothing out the sewing process and improving results. Stitchers of every level will benefit from the Acorn Easy Precision Piecing System.

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## **Brewer**

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## **Brewer and Tilda Fabrics Present the Gardenlife Collection**

### **Melanie Greseth**

Bring the gardens of Spring & Summer inside your shop with large floral and soft fresh colors of the Gardenlife collection. Inspired by vintage botanicals, companion colors to Chambray Basics. In the garden find Tilda's Friend in the form of a frog and patchwork Puddle Frog quilt & pillow patterns.

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## **Increase Your Notions Sales with Nifty Notions**

### **Emily Greene**

Take an in-depth look at Nifty Notions! Learn about the expansive line of notions and what it can bring to your shop. Nifty Notions is an exciting new brand of notions exclusive to the independent quilt shop, packaged in an unbeatably eye-catching way. Come learn what's new and Nifty!

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## **ByAnnie.com LLC**

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## **What's New at ByAnnie.com**

### **Annie Unrein**

Be the first to see what's new at ByAnnie.com. Get tips for selling our patterns, Soft and Stable, mesh, vinyl, hardware, zippers, and more. Ideas for classes and demos. Annie's jam-packed presentation will energize and excite you.

**Quilt Christmas, Colorful, and Cheery Results****Erin Russek Jingle Quilt**

There's plenty of time to complete a Christmas-colored quilt, and pattern packs make for a fun months-long project! Erin Russek's Jingle Quilt features a large center medallion block ringed by 16 pieced and appliquéd blocks set on-point featuring favorite holiday colors.

**Modern Quilts, Step-by-Step****Heather Black, Design, Make, Quilt Modern, Cheryl Brickey, Just One Charm Pack Quilts**

Learn modern quilts with new tips and tricks. Quilt designs from ordinary to energetic create motion & depth in *Design, Make, Quilt Modern*. Cheryl shares colorful bright quilts. Supplies: 1 charm pack, 1 extra fabric, and 1 background fabric.

**Back to Basics: Hand Techniques & Beginner Friendly****Becky Goldsmith, Hand Sewing**

Inspire beginners with the basics! Perfect for those seeking a relaxing hobby. Becky Goldsmith shares traditional quilting techniques with *Hand Sewing*. Covering many foundational topics such as learning how to appliqué, quilt, & paper piece by hand. *Hand Sewing* is an ideal introductory guide.

**Paper-Pieced Perfection: Creating Gorgeous Shapes in Quilts****Jan Krentz, Spiral Lone Star Quilt**

Capture a visually dynamic medallion quilt with step-by-step piecing instructions from internationally recognized quilt instructor Jan Krentz. The famous Spiral Lone Star Quilt is now a pattern pack. Assemble 30 blocks to create a colorful center spiral. Works perfectly for classes and guilds!

**Clover Needlecraft, Inc.****No-Hassle Triangles in Quilts—The Nancy Zieman Way****Deanna Springer**

Effortlessly cut, mark, & stitch 1/2-Square & 1/4-Square quilt blocks without ever cutting a triangle or guessing at the sizes! Triangles are the foundation of many popular quilt blocks. Learn Team NZP's easy No-Hassle Triangle Stitching Techniques!

**Clover Needlecraft Notion Commotion****Steve Butler**

See all the latest sewing and craft notions and learn how your customers can use them to achieve their creative vision. Steve will talk about how to use them and how to sell them.

**Cutie Patterns – Quilt Basket****Cutie Patterns****Cathy Anderson, Debby Brown, Sarah Fabian**

Cutie patterns are designed for 16 fat eighths (9x22 inches). These grayscale patterns are fast, easy, and economical. Shops can use these patterns to showcase the lines of fabrics they sell. Great for clubs, retreats, & challenges. Currently, over 80 patterns, pamphlets, & booklets. Just so Cutie!

**EE Schenck Company****How to Run a Successful Block of the Month Using Flower Garden BOM****Monique Jacobs**

Monique will show her latest block of the month using her new fabric line Flower & Vine. She will give you tips on how to make kits, troubleshooting, and suggestions on block demos. Other Flower & Vine quilts will be shown along with some fun giveaways!

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## Orange Peel Quilts Made Easy: Use Picture Window Reverse Appliqué Tool

**Jerriann Massey**

Have you always wanted to make an Orange Peel quilt but hesitated because it looks hard? It isn't hard, in fact, it is super easy with Annie McHugs Orange Peel Reverse Appliqué tool. Come watch the brand-new tool demonstrated. You will be excited you did!

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## Everyday Stitches

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### Sell Your Fabric with Everyday Curve Patterns and Template Sets

**Jenifer Dick, Trisch Price**

You're going to buy a lot of fabric during Market! But how are you going to make it jump off your shelves once you get home? We are a quilt pattern company featuring quality, unique patterns including the Everyday Curve Patterns and Template Set. Let us show you how we can help!

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## Fox Chapel Publishing

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### Scraps of Whimsy and Character in a New Book from Fox Chapel Publishing

**Olesya Lebedenko (book author)**

The author presents *Scrap Blocks with Character* book, talks about the advantages of "unusual paper piecing" technique, and shares tips. She also gives ideas of kits to sell with the book and shows samples for classes.

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### Hexagon Star Quilts Book: Play with English Paper Piecing!

**Cathy Perlmutter**

English Paper Piece a knockout starry quilt! From beginner to advanced, by hand or by machine, *Hexagon Star Quilts* offers 113 star blocks, a range of projects, and a playful approach to help you design your own star-studded quilt!

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### Maximize Sales of Stabilizers and Notions from Your Pocket?

**Sue O'Very-Pruitt**

Choosing the right stabilizer for machine embroidery can be a daunting task. Figuring out notions for a technique is overwhelming!! Sue O'Very-Pruitt of Sookie Sews, has written two Pocket Guides to take the worry out of these topics. Sue will show how these pocket books fill purses with sales.

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### Rock that Quilt Block!

**Linda J. Hahn**

Let's play with the County Crown quilt block. See how many variations you can make simply by adding a color or two or rotating a patch. Great for exploring design and color. Bonus Lesson Plan available.

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### Fat Quarter Workshop: Sell a Book, Upsell a Kit

**Stephanie Soebing**

*Fat Quarter Workshop* debuted in the #1 spot in Quilts & Quilting in Amazon. Author and quilt shop owner Stephanie Soebing will show how she increases profits by upselling kits from the book patterns to make a \$100+ sale.

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## Free Motion Mastery in a Month

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### Quilters and Retailers Win with Free Motion Mastery in a Month!

**RaNae Merrill**

Bring your customers the best way to learn free-motion quilting! Step-by-step lessons with unique body mechanics & pattern-mapping exercises make every quilting experience a success. Book & Tool Kit, Recorded or Live Online Classes. Domestic & Longarm. Certified Teacher Program.

## Hab+Dash by Fil-Tec

### Thread Displays + Kits

**Kelly Allman, Marketing Manager for Fil-Tec**

Hab+Dash by Fil-Tec offers a variety of ways for you to easily display & sell our thread in your retail store.

### Thread Education

**Presley Griffies, Sales - Southeast Region**

What exactly does Glide trilobal polyester mean? Let's take a deeper dive into some of our most popular thread and bobbin products.

### Hab+Dash by Fil-Tec Company Overview

**Gretchen Schoeck, VP of Marketing for Fil-Tec**

From where we started to where we are today, learn more about who Hab+Dash by Fil-Tec is and the products we manufacture.

## Hugs 'n Kisses

### Appliqué Paper - for Perfect Turned-Edge Appliqué and the Easiest EPP

**Helen Stubbings**

Iron it on, leave it in. It can't get any easier. The most addictive method there is. Introduce our unique paper & EPP templates to your customers and they will love you. See how easy it is, get our free class patterns and show 'em how it's done.

## June Tailor, Inc.

### Celebrating our 60th Anniversary with Innovative New Products.

**Jill Repp**

We're excited to share our new Quilt-As-You-Go Lunchbox and Project Bags featuring Zippity Do Done™ pre-sewn zippers! We'll show you new Sash In A Dash™ options for easy quilts. And if you like camo, you'll love our new kits!

## Kimberbell

### Kimberbell Brings Customers into Your Shop with Programs Just for You!

**Kim Christopherson, Joy Ercanbrack**

Learn about our exclusive shop owner programs and see upcoming projects for Fill in the Blank (for both sewing and machine embroidery)! We'll share benefits of Kimberbell stabilizer plus new products to excite customers and help you sell machines.

## Laura's Sage Country Quilts

### Coin Ruched Fabric Bouquets

**Laura Estes**

Learn how to make beautiful fabric flowers to create luscious bouquets and project embellishments using the TR700 Piecing Pals Jumbo Coin Ruching Guide produced by Quilting Creations International.

## Lewis & Irene Fabrics

### Exciting New Collections Fall 2021 Pt 1 Shipping June-August

**Brian Wacaster**

Brian will share the inspiration behind our collections Bumbleberries, Castle Spooky, Country Life Reloved, Poppies, and Over the Rainbow. Learn about our free patterns and free shipping on your orders. Enter to win a prize valued at \$200.

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## **Exciting New Collections Fall 2021 Pt 2 Shipping September-November**

### **Brian Wacaster**

Brian will share inspiration behind our collections Winter Nap, Small Things- Polar Animals, Enchanted, Bookworm, Little Matryoshka, and Wintertide. Learn about our free patterns and free shipping on you orders. Enter to win prize valued at \$200

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## **Like Sew**

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### **Block-of-the-Month & Subscription Management Made Easy**

#### **Clinton Brady**

See the latest technology for automating your block-of-the-month programs. Learn tips & tricks on how to start a BOM program and take your current programs to the next level. Hint: It's easier than you think and can generate great revenue.

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### **3 Simple Steps for Effective Inventory Management**

#### **Sean Roylance**

Learn how understanding the basics of Cost of Goods Sold and Profit Margins will transform the way you look at inventory and reordering. We'll also touch on the Moda/Like Sew integration and how it saves quilt shops hours every week.

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### **Post Pandemic: Website Strategies for the New Normal**

#### **Sean Roylance**

What are the latest web strategies for quilt shops? In this session we'll analyze real-world quilter buying behavior throughout the pandemic and where it has normalized. Learn helpful tactics used by successful quilt shops to grow their sales.

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### **Top 5 Website Mistakes by Quilt Shops**

#### **Sean Roylance**

Is your website losing sales? Discover 5 common mistakes as we critique real-world websites. You'll leave with an understanding of how to better market your site, increase conversion rates, and make more sales.

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### **Boosting Revenue by Uniting Online & In-store Sales**

#### **Brian King**

Your online store matters now more than ever. Discover how uniting your website with your in-store POS system creates a marketing engine that draws more web & foot traffic to your business resulting in greater sales and customer loyalty.

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## **MagnaFingers**

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### **Why Quilters Want MagnaFingers, the Releasing Pick-up Tool for Pins**

#### **Christine Cowan, Owen Cowan**

Learn why this new gadget gets great feedback from quilters and quilt shops! It picks up pins & needles with a strong magnet and releases them easily, so you don't hurt your fingers. We'll discuss uses and wholesale info.

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## **Marcia Layton Designs, LLC**

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### **New and Delightfully Fun Appliqué Patterns from Marcia Layton Designs**

#### **Marcia Layton**

Learn about my newest designs for embellished quilts, wall hangings, and tea towels. I'll give you tips on how to use the patterns for fun classes and demos and ways to generate add-on sales with supporting notions, trims, towels, and fabric kits.

### **Piecing, Panels & Positive Thoughts.**

**Sarah Maxwell, Designs by Sarah J**

Sarah's new "Choose to Be" panel combined with "Happy Thoughts," a new modern shirting collection, is the perfect introduction to patchwork piecing for a new sewist & beginner quilter. The panel includes many positive quotes that will motivate & create some beautiful quilts and accessories.

## Martingale Publishing

### **New Books! See the 2021 Releases from Martingale!**

**Jennifer Keltner, Lisa Schumacher**

Learn about the new and upcoming books from Martingale. We'll share information about our 2021 titles, sew alongs, and trends that will help you attract more customers.

### **Martingale's Recently Released Books + All-time Favorite Titles.**

**Jennifer Keltner, Lisa Schumacher**

Join us for a recap of recently released titles and discover how you can use the marketing tools on [MartingaleWholesale.com](http://MartingaleWholesale.com) to boost book (and overall) sales.

## Masterpiece Quilting LLC

### **The Latest Designs from Nancy Scott of Masterpiece Quilting**

**Nancy Scott**

Join Nancy as she shares her latest beginner-intermediate quilt pattern designs. Her modern traditional patterns for precuts are easy to kit. Patterns have easy to follow instructions & full-color illustrations. Nancy is well-known, frequently seen in magazines and online quilting classes.

## Maywood Studio

### **Desert Vibes with Saguaro by Christina Cameli**

**Christina Cameli, Michelle Freedman**

Explore the delicate beauty of the desert as imagined by Christina Cameli in Saguaro, her latest collection from Maywood Studio. See her six new quilt patterns and learn more about the inspiration behind designing this collection.

### **Sweet Beginnings Fabric Collection by Jera Brandvig of Quilting in the Rain**

**Jera Brandvig, Michelle Freedman**

Shades of the past in pink and green give a vintage feel to Jera Brandvig's signature romantic style in her first collection for Maywood Studio.

### **Virtually Quilting: You & YouTube**

**Heidi Pridemore**

No classroom—no problem! We have partnered with Heidi Pridemore of Whimsical Workshop to share tips & tricks for how to run a successful virtual class and QAL with free content featuring Maywood Studio fabric on her YouTube channel.

## Maywood Studio for Kimberbell Designs

### **What's NEW with Kimberbell and Maywood Studio?**

**Kim Christopherson, Joy Ercanbrack**

As industry partners for seven years now, Kimberbell and Maywood spill loads of surprises with new fabric lines and more! You definitely don't want to miss this session with a FREE gift for watching.

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## **Red, White, & Bloom Celebration with Kimberbell and Maywood Studio!**

**Kim Christopherson, Joy Ercanbrack**

See the new feature quilt and bonus projects for sewing and machine embroidery. Plus, easy demo ideas to embellish & assemble the banner panel and creative ways to use the PUL fabric. Free gift for watching.

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### **Michell Marketing**

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#### **Perfect Patchwork Templates and MORE!**

**Marti Michell**

Perfect Patchwork Templates and MORE! Learn about what is New, Newish, and Classic. From Set A through the 9-Patch Parade, a template line that covers it all.

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#### **Tricks and Tips for Using SoftFuse Premium**

**Stacy Michell**

The preferred paperback fusible web for appliqué. Finish on a home machine or a long arm. Cut with scissors or laser. Available in great sizes for your shop.

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### **Patch Abilities Inc**

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#### **Keep Customers Coming Back with BOM Clubs & Addicting Product**

**Julie Wurzer**

Learn about BOM clubs and beginner friendly whimsical appliqué patterns (not cartoonish) that finish in 1 day. Great for classes as students go home with finished project. Make customers Patch Abilities addicts. They'll keep coming back for more.

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### **Precision Quilting Tools**

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#### **Easy Up-Sell Strategies with Must-Have Notions**

**Karen Bates**

Learn how to up-sell by demonstrating products near your cash register. Presentation will cover irresistible tools for cutting, ironing, piecing, and hanging.

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### **Ricky Tims, Inc.**

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#### **Discover the World of Lizzy Albright and The Benefits to Retailers**

**Ricky Tims**

Learn about Lizzy Albright who discovers an antique quilt. The master plan for Lizzy Albright is designed to generate years of enthusiasm. Join this session to learn the benefits of bringing the Lizzy Albright experience to your customers.

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### **Riley Blake**

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#### **How We're Fighting Breast Cancer, a Multi-Designer Line & a Sneak Peek**

**Cindy Cloward, Holly Draney, Christopher Thompson,**

21 Designers collaborated on Hush Hush, a dreamy low-volume line. Tune in for sew along details! We're honored to partner with the Breast Cancer Research Foundation. Hear all about it. Don't miss our sneak peek about an upcoming monthly subscription.

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### **RNK Distributing**

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#### **Take Your Quilting to The Next Level with The Latest QS Products!**

**Brianne Hickman, Quilters Select Manager**

Learn about our newest cutting and quilting rulers and how they can help you take your quilting to the next level!

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## Sassafras Lane Designs

### What's New from Sassafras Lane? A New Block-of-the-Month and More!

**Kristy Wolf, Shayla Wolf, Sassafras Lane Designs**

Get your customers excited to sew this year with a fun new Block-of-the-Month! Come learn all about this foundation paper-pieced BOM and how to make it successful for your shop. Plus, see a few new mini quilt patterns and a brand-new backpack design!

## Sew and Vac Media

### How to Use Facebook During a Pandemic

**Josh Sutherland**

Learn how to effectively use Facebook marketing to advertise your products or service during these crazy times!

## Sew on the Go

### Block of the Month (BOMs) Programs that Work

**Michelle Renee Hiatt**

Offer quality BOM/SS programs that will have quilters returning month after month. Marketing tips to improve enrollment. Individual block handouts with R & L handed step-by-step instructions, 3 quilt settings per series. Features S180 Design tools.

## Sew Quirky

### Welcome to the World of Sew Quirky! Mandy's FAV New Products

**Mandy Murray**

Hang out in the Sew Quirky Studio with Aussie pattern designer, Mandy! See everything NEW, from fun sewing patterns to striped zippers, plus a brand-new product too! Get loads of color and quirkiness into your store with our unique product range.

## Stitchin' Tree LLC

### Engage Quilters with COVID Friends Tribute Reproducible Pattern Series

**Teresa Coenen**

COVID Friends Tribute Quilt is a reproducible pattern series. Quilters can select blocks that tell their unique COVID story. The pattern series is perfect for a quilt along, Saturday Sampler, traditional BOM, fabric exchange or online promotion.

### Reproducible Pattern Collections Increase Your Profit Margin

**Teresa Coenen**

Stitchin' Tree is known for customized reproducible pattern series and collections. In this session, Teresa will provide an overview of several collections, large and small.

### tHIS Love and Songs of Faith - 2 New Faith-Based Reproducible Pattern Series

**Teresa Coenen**

Faith-based pattern series can build a community of quilters, online or in-store. Teresa will demonstrate how these two pattern series can be used as a quilt along, Saturday Sampler, traditional BOM or online marketing promotion.

## Susybee- a division of Clothworks

### Unlimited Possibilities with Susybee Panels!

**Terri Butler of Mama Said Sew LLC**

Fun & easy projects with our 36" quilt panels, including unique borders, novelty embellishments, FMQ, and chenille techniques. Optimize sales with classes using Susybee panels and tools! Terri has great fun tips to make our panels come alive!

## The Grace Company

### See the Cutie Tabletop Frame: All You Need is Your Home Sewing Machine

**Karla Gerome**

Your new travel buddy! Quilt or sew anywhere using a home sewing machine. Space & size does not matter. This frame sits on any flat surface and uses the Premium Dual Track System. Affordable quilting for any size.

### Quiltworx Batiks!

## Timeless Treasures

### Judel Niemeyer of Quiltworx, Judy Niemeyer of Quiltworx

Judy and Judel Niemeyer are back with four new Mini Collections, a new Quiltworx 2-1/2" Strip Set, and a 20-piece batik collection to brighten your summer! See 9 new paper-pieced designs, including a remastered classic 4th of July.

### Blooming Fields BOM with Stamped Batik Flowers and a Farming Tribute

**Toni Steere, Jenny Foltz of Wing and a Prayer Design**

8 1/2" floral batik motifs in pinks, purples, & yellows among rich green, are the focal point of the Blooming Fields Tonga Collection, BOM & Focal Magic patterns. **Farmer's** Prayer panel quilt more than feeds the soul using 7 Tonga Canyon coordinates.

### Quilters Trek is flexible. Design the Event that Works in your Store!

**Debra Gabel of Zebra Patterns, Janet Lutz of Calico Gals Inc.**

Focus and expand your web business, social sales, and/or in-store traffic. Janet Lutz explains the new features of Quilters Trek and how to use them to your advantage. Check out the coordinating fabric line of basics designed to sell all year long.

### Panels for Profitability—Innovative Marketing and Usage of Panels

**Sarah Maxwell**

With so many new sewists looking for their next project, panels are the perfect opportunity to increase your bottom line. Learn easy tips and tricks to market and work with panels that you can easily incorporate to build consumer confidence.

## Tracy Trevethan Wool Designs

### Hand Dyed Wool-New Colors, New Bundles, New ideas

**Tracy Trevethan**

You love our colors! You love our bundles! Come see the new additions to our Hand Dyed Wool Collection. More colors, more bundles, more hand dyed threads, and more new great ideas.

### **Silk Fusion—Inspiration & Supplies**

**Susan Du Bois**

Silk Fusion: What it is & why you want to make this Fun & Easy Silk "Felt". View 25 inspirational projects and see supplies needed. Watch "Silk Fusion: How-To Demo" schoolhouse to see how quick and easy it is to make your own piece of silk fusion.

### **Silk Fusion: How-To Demo**

**Susan Du Bois**

See how quick & easy it is to make your own piece of Silk "Felt". Then watch "Silk Fusion -- Inspiration & Supplies" schoolhouse to see 25 inspirational projects and supplies needed. A fun new class for your customers, either in-person or Zoom.

## **TrueCut – The Grace Company**

### **The TrueCut System Is Safer for Your Customer and Profitable for You.**

**Mark Martin**

See our unique cutting system that excites customers and increases your revenue! This innovative system will give your customers exactly what they want: Accuracy. Come see TrueCut in action!

## **Windham Fabrics**

### **Make Shopping Simple and Effortless with Windham & Anthology Fabrics!**

**Marketing**

Join us to review new and exciting collections from Windham and Anthology Fabrics! Learn about our new In-Stock shopping program along with tips and tricks for selling through your inventory.

### **Favorite Things & The Graphic Jam BOM**

**Shayla Wolf**

Join Shayla Wolf for a chat about her new collection, Favorite Things, and the accompanying BOM, Graphic Jam! Learn tips and tricks for making block building fun and easy for your customers!

## **WonderFil Specialty Threads**

### **The Ultimate Solution by Mr. WonderFil**

**Andrew Ngai**

After WonderGuard, ThreadTamer, & Bobbinator, Mr. WonderFil has invented 3 more very useful tools! From solving tangled thread problems to running embroidery designs like on a multi-needle machine and organizing threads neatly and systematically.

### **Specialty Curated, WonderFil Novelty Packs**

**Bernadette Kent**

WonderFil is bringing Novelty Packs to the market! With 4 unique collections catered to Sewing, Serging, Quilting, & Garments. These are perfect for the new hobbyist or experimental sewer. Learn how to appeal to customers using specialty thread packs!

### **Creating Your Own Thread Collections with WonderFil**

**Stephanie Ngai**

Attention stores, designers, & teachers! Interested in a specialty thread pack unique to yourselves and sold only through your own channel? The Artist's Palette is perfect for kits & custom collections. Come find out how WonderFil can make that happen!