

SDTA NEWS

SEWING DEALERS TRADE ASSOCIATION

The trade publication for the independent retailer
August 2019 | ISSUE 169 www.vdta-sdta.com

SEWING
QUILTING
EMBROIDERY
Retailer™

Brother raises the bar with new 2020 products, featuring mobile app technology that helps take your embroidery to the next level.

NEW, VDTA•SDTA BetterBiz Grant, Up to \$1000, p6

Last Chance to Sign Up for Int'l Sewing Month!, p11



DIYStyle®'s
Quick Stitch
Robe Project,
p34

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at your side

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your industry news by email. Stay
connected with your association!

Letter from the Editor

What's Just Around the Corner...

It's now August, and things are starting to pick up speed as high school graduates go off to college, parents launch into back-to-school shopping, and if you're in Iowa, fair-goers get ready for a week of State Fair fun! Busier routines are replacing the laid-back atmosphere of summer.

In your business, you are likely preparing and thinking ahead to your holiday sale plans. Don't forget about Small Business Saturday in November, either. A successful "golden quarter" of holiday sales depends a lot on the plans you develop now. VDTA•SDTA is also planning ahead and ready to introduce some exciting new things!

First off, VDTA•SDTA would like to announce a BRAND NEW MEMBER'S BENEFIT! Get excited for the **VDTA•SDTA BetterBiz Grant opportunity, worth up to \$1000!** The Grant is dedicated to store improvements like new signage, paint, remodeling, etc. We are accepting applications beginning August 1st, and you can find the **grant application on page 7!** This is a member's only benefit for independent dealers.

Secondly, we are in full swing planning the education for the 2020 VDTA Show! But we need your help. **We need to know what you would like to learn.** Send your ideas and suggestions for classes to tonya@vdta.com.

Also, it's never too early to make travel arrangements for the 2020 VDTA Show in Las Vegas. The Show will be February 16-18, 2020 with pre-show events beginning around February 14. You can book your stay at our host hotel - The Westgate Resorts - TODAY by visit the VDTA homepage, www.vdta.com, and clicking on the "VDTA Show Lodging" weblink.

Have a great month, and as always, we'd love to hear from you about what's new with your business. Call us at 800-367-5651 or email mail@vdta.com

~Tonya Tienter, VDTA•SDTA Managing Editor





WHY SELL KANGAROO SEWING FURNITURE

As the leading manufacturer of quality sewing furniture, we continually look for ways to help our dealers grow their overall business. Based upon their feedback we are proud to introduce some exciting new marketing materials to drive our dealers' sales and profits.

Driving sales by focusing on consumer education, sales training, sell sheets, hang tags, new event marketing and more. Our new "Sew in comfort. Sew longer." tagline puts the emphasis on why a consumer should invest in a sewing cabinet and aids associates through the sales cycle.

Highlights of our Premier program are:

- Free Assembly on Kangaroo Sewing Furniture
- In Store Marketing Materials
- Lifetime Warranty on Kangaroo Sewing Furniture
- Sewing Machine Insert Program
- Protected Sales Territory
- Free Freight Available
- Extended Payment Terms
- Sales Associate Training

Become a
Premier Dealer Today
 contact Jessica or Valerie at
800-533-7347
Dealer@ArrowCabinets.com

SELL SHEETS



HANG TAGS

WHAT DEALERS ARE SAYING:

"Arrow & Kangaroo Sewing Furniture has been a great company to work with and do business with over the last four years and I look forward to many more as they come out with new products, better marketing materials and great promotions. Our overall cabinet business is up 25% over the year before and continues to grow."

-Brian Ladson, Country Stitches
 East Lansing, Michigan



DECALS

SEW IN COMFORT. SEW LONGER.™

KangarooCabinets.com

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THANK YOU MEMBERS

The following is a list of members who recently renewed their membership or joined VDTA•SDTA or SEA

ASSOCIATE MEMBERS

		MEMBER SINCE
SEBO America	Centennial, CO	Aug 1999
Tri-Technical Sysyems Inc	Dubuque, IA	July 2004
United Notions & Moda Fabric	Dallas, TX	March 2018

DEALER MEMBERS

		MEMBER SINCE
A Plus Vacuum	Indian Trail, NC	July 2005
Air Rehab Corporation	Sonora, CA	Aug 2007
All Brand Vacuum Repair	Tamaqua, PA	Aug 2017
All State Vacuum Company	Jacksonville, FL	July 2007
Allens Vacuum Cleaner Ctr	Milford, OH	Aug 1984
Conrad Co Vacuum & Janitorial	Joliet, IL	July 1987
Covac Vacuum	Glen Cove, NY	Aug 2004
Ekker Vac & Sew	La Crosse, WI	Feb 1986
Fremont Sweeper Center	Fremont, OH	July 2018
GT Sew & Vac Warehouse	Colton, CA	Jan 2007
Hilltop Vacuums Plus	Mankato, MN	July 2015
Himebaugh's Sewing & Vacuum	Charlotte, NC	June 2004
Norman's Vacuum Supply	Jacksonville, FL	Feb 1984
Northern TV & Vacuum	Madison heights, MI	July 2007
Olson Vacuum Cleaner Sls & Srv	Madison, WI	June 2003
Omaha Vacuums Inc	Omaha, NE	Aug 1996
Sudbury Vacuum Sales & Srv	Sudbury, ON, Canada	April 1985
The Fabric Center	Morris, IL	Aug 1995
Vacuum Center	Savannah, GA	May 1989
Vacuum Mart	Danbury, CT	July 1982
Valparaiso Vacuum Company	Valparaiso, IN	July 2016

INTERNATIONAL MEMBER

KIWIVAC Central Vacuum Systems LTD	Drury, New Zealand	April 2007
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SEA MEMBER

Sew with Colleen / Colleen Wright	Maple Ridge, BC, CAN	Aug 2013
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Hoop Sisters *Sisterhood Retreats*
SEE WHAT YOUR EMBROIDERY MACHINE CAN REALLY DO



2019!
A New Set of Themed Projects
for Every Month

Request a Full 2019 Class
Offering Today by emailing
janet@hoopsisters.com
866.497.4068 www.hoopsisters.com

VDTA Offers \$1000 for Store Improvements with New BetterBiz Grant, a Member's Benefit

The look of your store is so important. If your store is not clean, modern, and even “stylish,” your business could suffer. Little things like modern signage, paint inside and out or parking availability, and even bathroom updates all affect how customers perceive your business and their choice in choosing to shop or not to shop at your store.

The newest VDTA•SDTA member benefit offers a grant for improving the appearance and functionality of your store! This grant - the VDTA•SDTA BetterBiz Grant - is a grant focused on store improvements, worth up to \$1000. It may be used for new signage, a remodeling project, maybe even handicap parking improvements. This grant is not for any product purchases. The Association sponsors the grant along with industry companies who want to see the independent dealer grow by improving their business look.

The first grants will be awarded at the International VDTA•SDTA Trade Show and Convention, held February 2020 in Las Vegas. Applications will be accepted August 1 - November 1, 2019. Your grant application must be submitted with “before pictures” and a detailed explanation of the proposed improvement project. If your business is selected, you will then need to provide VDTA•SDTA with “after pictures” of the completed improvements and your paid receipts. VDTA may opt to visit your site prior to awarding the grant.



Criteria to apply for the grant: You must be a dealer member with the Association for at least 2 years prior to applying for the grant. This grant is for the Independent Dealer only. Recipients may only be awarded the grant once; they cannot reapply for / receive the grant multiple times. The store selected will receive up to \$1000, depending on the cost of the project.

One grant will be awarded for the 2019 application session worth up to \$1000. At this time, dealers not selected may reapply for the grant. For the 2020 grant application season, two grants worth up to \$1000 each will be awarded.

For more information, visit www.vdta.com or call us at 800-367-5651.

The 2019 BetterBiz Grant Application is on page 7, fill it out today!!

Deadline: November 1, 2019

Recipient announced: February 2020

VDTA•SDTA BetterBiz Grant Application

Apply for the opportunity to receive up to \$1000 for physical store improvements

GUIDELINES:

Qualifying improvements: Items such as signage, merchandising displays, remodeling costs, handicap parking, etc. The grant may not be used to purchase product or inventory.

Criteria: "Before" photos of proposed improvements must be submitted with your application; applications WITHOUT photos will NOT be considered. "After" photos when proposed improvements have been made must also be submitted to VDTA•SDTA, along with a receipt of

payment for the improvements. Only members of VDTA•SDTA are eligible to apply for and receive the VDTA•SDTA BetterBiz Grant.

Receiving grant money: Grant application must be received prior to undertaking proposed store improvements. The recipient will receive grant money as reimbursement AFTER the proposed improvements have been made and paid in full.

Money is paid *UP TO* \$1000. For example, if the proposed improvement specified

on grant application (i.e. new sign) costs \$300, then your business will receive reimbursement only for that \$300. If the proposed improvement costs more than \$1000, your business will receive the full grant amount; you are responsible for paying the remaining sum of improvement costs.

Other: VDTA•SDTA BetterBiz Grant applications are reviewed and a recipient is chosen by an independent panel. Only one grant may be awarded per business (even if your business has multiple locations).

Visit www.VDTA.com for more details.

Business: _____

Business Address: _____
(location to receive grant)

City, State, Zip: _____

Phone: _____ **Website:** www._____

Owner's Name: _____

Email: _____

Name of person submitting grant application (if different than owner): _____

Business established (year): _____ **Number of employees:** _____ **Number of store locations:** _____

☐ **"Before" photos** submitted
of proposed improvements

Estimated cost of proposed improvement: _____

In 150-300 words, describe your proposed store improvement(s) & WHY it is needed to improve your business:
(use additional sheet of paper if necessary)

I hereby certify that the information provided is accurate, and that I agree to abide by the guidelines of the VDTA•SDTA BetterBiz Grant. I acknowledge that any false information provided on this application makes my business ineligible for receiving the VDTA•SDTA BetterBiz Grant awarded at this time.

Signature: _____ **Date:** _____

Should your business receive the grant, the best way to contact you is at: _____

Return completed VDTA•SDTA BetterBiz Grant application & "Before" photos to VDTA offices by:

Email: mail@vdtacom • Fax: 515-282-4483 • Postal Mail: 2724 2nd Ave; Des Moines, IA 50313

Keep a copy of this application for your records.

SDTA NEWS August 2019 | SQE Retailer™

BECOME A DEALER OF THE MONTH!



2018 Dealer of the Year

Diane and Ron Linhart,
Above and Beyond
Creative Sewing

**Fill out the info
on page 9 and
send to VDTA**



**You could also
be selected for
Dealer of the Year**

**THIS COULD
BE YOU!**



*2017 Dealer
of the Year*

Ron and Marilyn Gatinella,
Close to Home

**Prizes
Dealers of
the Year
have received
previously:**

Product and credit with
vendors, trips to dealer
meetings, a European
cruise, fine bottles of
wine, giftcards
and more!

VDTA•SDTA Dealer of The Month

Company Name _____ Phone _____

Owner's Name _____ Web site _____

Address _____ E-mail address _____

City, State, Zip _____ Local Newspaper _____

1. What year was your store established? _____

2. How many stores do you operate? _____

3. How many employees do you have? _____

4. What product lines do you carry? _____

5. What services do you provide? _____

6. Is your business family run? How many generations? _____

7. What is your age group: ☐ 40 - under ☐ 41 - 50 ☐ 51 - 60 ☐ 61 plus

8. Check all equipment that your business carries:

☐ Vacuum ☐ Vacuum/Central Vacuum ☐ Vacuum & Sewing ☐ Janitorial

☐ Sewing Machines ☐ Quilt Shop with Sewing Machines ☐ Longarm machines

☐ Quilt Shop without Sewing Machines ☐ Other _____

9. Do you have and maintain e-mail lists of your customers? ☐ Yes ☐ No

10. Do you have and maintain direct mail lists of your customers? ☐ Yes ☐ No

11. Do you have a rental program for sewing machines? ☐ Yes ☐ No

12. Do you rent time on a longarm quilting machine to quilters to machine quilt? ☐ Yes ☐ No

13. Do you offer sewing /quilting classes in your store? ☐ Yes ☐ No

On a separate sheet of paper or email (to mail@vdt.com) please answer the following

14. How often do you offer classes and what age group do you target?

15. Community projects you participate in or support.

16. Marketing plans you have done that draw people to your store.

17. Any awards received from a manufacturer or from your community.

18. What tips of success or advice do you have for other independent retailers in the industry?

19. Share a paragraph about the history of your business and how it has grown?

20. How often do you attend the VDTA•SDTA Annual Convention? IE: Every year, every 2 yrs, etc:

21. What makes your shop stand out in your community.

23. Are you a member of the VDTA•SDTA? ☐ Yes ☐ No

24. What year did you join? _____

Fax to: 515-282-4483

Mail to: Dealer of the Month, VDTA•SDTA, 2724 2nd Ave, Des Moines, IA 50313.

E-mail to: mail@vdt.com.

You may also visit www.vdt.com, click on "Members," and fill out the form online and submit.
You must be a current member of VDTA•SDTA to be selected as the Dealer of the Month.

Garden of Quilts Event to be Hosted by Riley Blake Designs

In Partnership with Thanksgiving Point-Ashton Gardens



Grand Allee of the gardens

The Garden of Quilts is sure to be an event like none other. To be held September 12-14, 2019 at Thanksgiving Point in Lehi, Utah, it promises a celebration of the art of quilting and an opportunity to learn, participate, and quilt.

Riley Blake Designs and Thanksgiving Point Institute are partnering to bring an outdoor exhibition of over a thousand quilts to the beautiful oasis of Thanksgiving Point and their treasured gardens. Set within the award-winning, 55-acre Ashton Gardens, the exhibition will feature a curated collection of quilts from artists across the country, as well as rare viewing access to stunning private collections – all on display for just three days.

In addition to the breath-taking quilt exhibition, attendees can experience a weekend full of classes, vendors, shopping, trunk shows, charity service projects, and special events – like afternoon tea and off-site tours – that are certain to entertain and delight.

The Thanksgiving Point Institute is a 501(c)(3) nonprofit farm, garden, and museum complex that “draws upon the natural world to cultivate transformative family learning,” as their mission statement affirms. The Institute is comprised of 5 unique divisions, Ashton Gardens being one of them.

Ashton Gardens opened to the public in 1997 as “Thanksgiving Gardens.” Salt Lake City landscape architect Lenard Grassli designed the gardens’ master plan that covers no less than 50 acres, with 15 different themed gardens. Perhaps the most famous of these is a replica of the garden described in Frances Hodgson Burnett’s book *The Secret Garden*. Other themed gardens include a Monet pond,

Rocky Mountain landscapes, and a rose garden of 60 different rose varieties. In 2016, Thanksgiving Point renamed the gardens “Ashton Gardens” in honor of the contributions and vision of Alan and Karen Ashton and the Ashton Family Foundation.

Presenting and teaching at the Garden of Quilts event are many renowned quilters and educators, including

- Jenny Doan - *Missouri Star Quilt Co.*
- Lori Holt - *Bee in My Bonnet Co.*
- Gail Berry - *Gail Berry Quilts* and Handi Quilter National Educator
- Jo Packham - *Where Women Create* (Editor-in-Chief)
- Kimberly Jolly - *Fat Quarter Shop*
- Melissa Mortenson - *Polka Dot Chair*
- Christopher Thompson - *The Tattooed Quilter*
- Amy Smart - *Diary of a Quilter*
- and MANY MORE!

For more information or to register for Garden of Quilts passes and classes, visit www.thanksgivingpoint.org/events/garden-of-quilts/



The Secret Garden themed sector



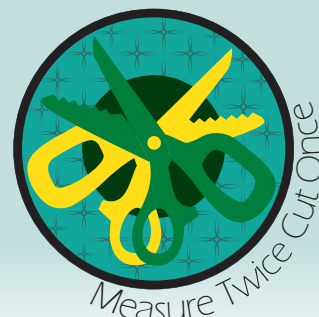
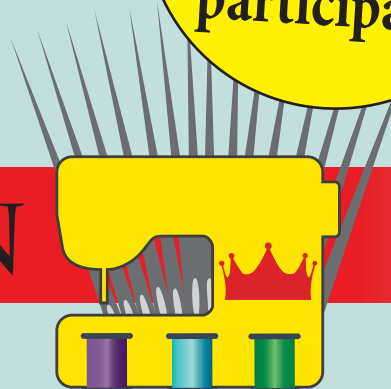
by THANKSGIVING POINT & RILEY BLAKE DESIGNS

Int'l Sewing Month

August is
your last month
to sign up to
participate!

This year's theme:

GAME OF SEWN



September is International Sewing Month

Start planning today to participate in 2019 International Sewing Month.

If you are a VDTA•SDTA dealer member, you can request a free sewing month kit, which includes wall and window banners, signs, digital icons, & sales tags. This event is also an excellent opportunity for you to attract new customers and reward current ones with prize giveaways as part of the sponsored promotion. Request your kit today!

Name: _____

Store Name: _____

Address: _____

City, State, Zip: _____

Email: _____

Phone: _____

Fax to 515-282-4483 • Email to mail@vdt.com, or
Mail to VDTA•SDTA, 2724 2nd Avenue, Des Moines, IA 50313
First kit is **FREE**; Call 800-367-5651 for cost of additional kits

Avoid the Complicated Solution

Many organizations fall into the trap of a complicated solution when trying to solve a problem. While a complicated solution works, it often takes too much time and energy. Over time, its effectiveness may start to diminish.

Let's consider an example of how this can happen:

Imagine you're in a management meeting. During the session, the group sings "Happy Birthday" to one of the leaders. At the end of the song, the CEO complains, saying, "I never know about these birthdays. Can we come up with a system that can track employee birthdays?"

A colleague, who must have a strong sense of job security, says, "You mean like a calendar?"

In this scenario, the easiest solution is for the CEO to consult his work calendar, where employee birthdays are listed.

But you could see a situation where his complaint is interpreted another way. Employees could form committees, come up with elaborate charts and notifications systems for birthdays.

Both processes get you to the same destination, but while one involves a new habit, simply checking an existing calendar, the other requires a much higher commitment from staff.

Consider these factors to make sure you're not embracing a complicated solution:

Can It Be Easily Explained?

- How long would it take you to train someone in the existing process? Also, is it possible for them to learn it right away or are multiple training sessions necessary?
- Another way to test a process is to explain it to someone and then see if he or she can explain it back to you correctly. Unnecessary complexity often reveals itself during this exchange.

- Also, would there be any embarrassment in explaining the solution to someone outside the organization? That tells you something is wrong.

Does Your Complicated Solution Have Many Moving Parts?

If your process for one task involves using five different programs, then maybe it's too complicated. Is there one program that can perform the five tasks?

A simple software upgrade could save a lot of time. It's important that employees let their supervisors know of possible upgrades and supervisors ask if they exist. Neither side should assume the status quo will last forever.

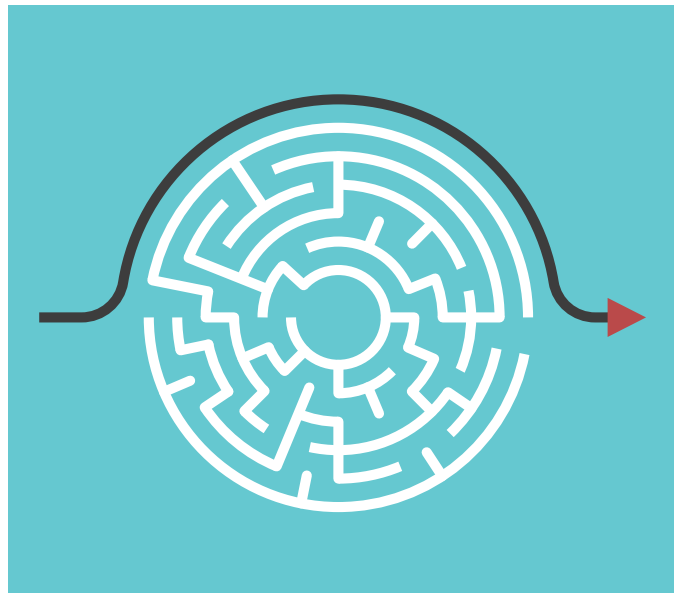
Is There an Education Gap?

The person who is asking for the solution may not be an expert in the problem. In our birthday example, the boss didn't know the solution already existed.

You could imagine a scenario where no one says anything about the calendar and a complicated solution is engineered, simply because the boss asked for it.

The boss would probably prefer that someone, who is an expert, suggest a simple solution rather than let time and energy be wasted on a complex idea. Just because someone is in a higher position in an organization doesn't mean he or she is an expert in everything.

About the Author: Ken Okel speaks to smart leaders and associations who want to unleash employee production, performance, and profitability. He introduces them to lessons learned from his time in TV News, Disaster Relief, and running a Professional Ballet Company. He wrote the book, *Stuck on Yellow* and is the host of the 2 Minute Takeaway Podcast. Ken's weekly productivity tips can be found at: www.KenOkel.com.



Technology Is Dramatically Improving Consumers' Shopping Experience

Consumers are embracing the use of retail technology to improve their shopping experience, according to the latest issue of the Consumer View report released today by the National Retail Federation.

"Technology has become part of our everyday lives, and consumers are open to adopting technologies that make shopping easier," NRF Vice President for Research Development and Industry Analysis Mark Mathews said. "Retailers know this and are embracing investments in technologies that improve customer service and the customer experience whether it's online, in store or on mobile devices."

"Consumers are very interested in solutions that take the uncertainty out of shopping," the report said. "The ability to address these needs is already shaping consumers' decisions on the brands and retailers they shop."

According to the report, 63% of consumers say retail technologies and innovations have improved their shopping experience on mobile devices while 66% said they have done so in stores and 80% online.

The report found that there are numerous opportunities for retailers to simplify shoppers' path to making a purchase. Consumers are interested in technologies that show whether a product is in stock (55%), help them compare prices or read reviews (49%), make it easier to find a product or its location (47%) or try an item before buying it (38%).

While many of the technologies retailers are deploying are still in the early phase of consumer adoption, initial consumer attitudes toward them are positive. The report found that 89% of those who have tried in-app store navigation would try it again, along with 88% of those who have used smart dressing rooms, 86% for augmented reality, 83% virtual fit and 82% virtual reality. The report also found that 69% of those who have tried mobile payments have been satisfied, along with 67% who have bought an item online and picked it up in-store and 63% who have used self-checkout.

The Consumer View is a recurring report issued by NRF that gauges consumer behavior and shopping trends related to stores, online channels, customer loyalty, technology and other topics. Using Toluna Analytics, the study surveyed 2,926 U.S. adults 18 or older for NRF April 24 through May 17. The consumer poll has a margin of error of plus or minus 2 percentage points.

About the Organization: The National Retail Federation, the world's largest retail trade association, passionately advocates for the people, brands, policies and ideas that help retail thrive. From its headquarters in Washington, D.C., NRF empowers the industry that powers the economy. Retail is the nation's largest private-sector employer, contributing \$2.6 trillion to annual GDP and supporting one in four U.S. jobs — 42 million working Americans. For over a century, NRF has been a voice for every retailer and every retail job, educating, inspiring and communicating the powerful impact retail has on local communities and global economies.

TECHNOLOGY & SHOPPING

There are numerous opportunities for retailers to make a consumer's shopping experience easier

Consumers are interested in technologies that:

IN STOCK Show whether a product is in stock.	55%
COMPARE Can compare prices and offer reviews online.	49%
LOCATION Make it easier to find a product or its location.	47%
TRIAL Allow consumers to try a product before buying it.	38%

User Experience

FIND YOUR WAY A large number of consumers who have tried in-store navigation would try it again.	89%
SMART DRESSING ROOMS More than 80% who have used smart dressing rooms would do so again. In smart dressing rooms, specialized mirrors adjust lighting, alert a sales associate if a different size is needed, recommend complementary clothing and accessories, and more.	88%
MOBILE PAYMENTS 69% of those who have tried mobile payments have been satisfied.	69%

Source: NRF

What Stinky Stuff Are You Going Through?

Can you recall a day when everything you dealt with seemed to go badly? It might have started first thing in the morning when you went to the fridge to grab milk for your oatmeal. But... no milk. So you decided to skip the oatmeal and grab something on your way to work. But... when you started your car, the gas light came on.

After waiting 10 minutes in line at the gas station, picking up your cellophane-wrapped breakfast sandwich, and filling the tank, you hopped back on the highway only to find yourself in slow traffic. You arrived at work late and were met with an impatient customer, waiting for you to unlock the door so they could complain about their machine. You've about had enough! And it's only 9:10 in the morning!

We've all had those days. Things start out on the wrong foot and the rest of the day follows suit. While a positive attitude will help immensely to alleviate most of the stress, we sometimes still think, "Why me?" -- "Why today?" -- "This really stinks!"

I once heard it said, "We all have our stinky stuff to go through." Some days we just have to agree and push through it. We can look at those experiences with hope, too: All the "stuff" we go through prepares us for something bigger and better in the future. Adversity toughens us up and allows us to get to new places. Adversity stretches and grows us to be all we can be. Adversity, in most cases, is our friend in disguise.

As some of you know from previous articles, we have been working to bring a Dream Center to our city. As part of that effort, we started the Dream Center Adopt-a-Block program, which involves going to low income neighborhoods and distributing food to low income residents and families. So, we bought a 26' refrigerated truck from a national truck rental company. It had been fully serviced and was ready to go. But things happen...

The refrigeration unit has quit a couple of times when we had the truck loaded with fresh produce and dairy products. Then the lift gate wasn't working properly. It was repaired, and is not working again. The truck has been out in the neighborhoods a total of five times and we've had thunderstorms three of those evenings. So this

Adopt-a-Block food distribution truck... at times the bad stuff happening really stinks!!

But before I go any further, let's look at the numbers. In our first five times out, the truck served about **120 households** containing over **400 kids**. Wow! The Adopt-a-Block food distribution truck is really taking off and filling a need! But not without a lot of work! It requires driving the truck to the grocery stores to pick up the donated food, sorting and bagging the food, setting up

the tent, and even moving it during the occasional thunderstorm. Getting volunteers the week of July 4th was a challenge too! All of that work can seem like it really stinks!

Back to the numbers, Jim. About 120 households and food for over 400 kids in our first five evenings out. Keep your eye on the vision, Jim.

Yes, there are obstacles to overcome, but thanks to dedicated volunteers and keeping our eyes on what's

really important, those kids and their families, Adopt-a-Block is a success!

So, what's your "stinky stuff?" We all have some. Some might refer to the stinky stuff as fertilizer. Fertilizer can smell pretty nasty. But look what it does. It makes things grow and reach their full potential! The same holds true for you and me. Sometimes we just need to go through that stinky season to build our character or help us sort out our vision. If we keep our focus on short term goals and the long-term vision, we will not get stuck in the "stinky stuff" and give up. We will learn and be a better person because we went through that stinky stuff.

Till next time. Push through and reach your full potential!

~Jim

Questions or comments are welcome.
E-mail: jimbarnhardt@msn.com



JIM BARNHARDT

J & R Vacuum and Sewing
VDTA • SDTA Board Member



"Adversity toughens us up and allows us to get to new places."

Clover Tool School:

Pattern Chart Marker & Knitting Counters

WITH STEVE BUTLER
Clover Needlecraft



WHAT IS IT? - Ever wonder where we'd be without that GPS function on our phone? Our exact location is only a finger swipe away. If we have a specific destination in mind, our GPS app will give us a detailed route complete with options and estimated times of arrival. Easy, right? But some of us remember a pre-GPS world that was fraught with incomplete maps, U-turns, dead-ends, and an unhappy arrival at an empty field where our destination was supposed to be. Not only was it challenging, but frustrating and time consuming too.



The same concept applies to knitting and crochet. When your customers begin a project, they have a starting point, ready to embark on a chosen design. But how do they navigate through line after tiny line of all of those detailed and usually complex instructions? These instructions are usually in the form of a chart. It's reading code instead of text. And like our GPS metaphor, your customers need to follow the prescribed route if they're going to arrive at the desired destination.

But all of those tiny, complicated lines of instruction on compact and narrow text can be a problem. Skipping or repeating a line is a disaster. Losing track of the number of knitted rows completed is equally bad. Mistakes are frustrating, time consuming, and detract from your customers' creative experience. So how do they keep track of where they are and where they're going on any project? Simple, **Clover knitting and crochet GPS**.

WHAT DOES IT DO? Clover knitting and crochet GPS is comprised of **four Clover tools** designed to keep us makers on course in the creative journey.

Pattern Chart Marker - Clover's Pattern Chart Marker is an essential tool for anyone working from instructions in a chart form. The marker is constructed of heavy duty, durable vinyl. It folds in half and is magnetic. This allows your customers to fold it over

the pattern sheet, and the magnetic function holds it securely in place until they move on to the next line. Markings on the Pattern Chart Marker allow them to keep track of each square along that line. The Pattern Chart Marker Set is complete with two markers, 9" and 12" in length, to accommodate any size chart or book page they may be working from.

Knitting Counter - The Knitting Counter also tells your customers where they are on their knitting journey. If they've failed to notice the error for several rows, it could be a long trip. And unnecessary. Using the Knitting Counter they can, with the push of the top button, keep track of each step of progress. No skips and no repeats. It counts from 0 to 99.

Mini Knitting Counter - This is a pendant style counter that functions much like the Knitting Counter. Hanging it from the neck or wrist makes it instantly accessible. Simply push the button at the top of the counter, and it records stitches or rows completed from 0 to 99. It also features a locking mechanism that prevents unintended advances in stitch or row count.

Knitting Register - The Knitting Register is a very convenient way to track row count. It slides easily onto a knitting needle, to account for each row when knitted. It counts from 0 to 99 with a simple twist of the wheel at either end of the device.

HOW DO I SHARE IT? The Pattern Chart Marker Set, Knitting Counter, Mini Knitting Counter, and Knitting Register are four tools that make the creative process so much more enjoyable. Demonstrate them in classes and leave them out in your shop for everyone to see and use. Your friends will immediately make the connection and see what they can do for them. Working together, these tools keep you and your customers on track from the beginning to the end of the creative journey.



Source: Clover Needlecraft

IS YOUR STUDENT ELIGIBLE FOR THE VDTA/EPSTEIN COLLEGE SCHOLARSHIP?

PURPOSE:

The purpose of the VDTA/Epstein College Scholarship is to assist the youth of our industry in attending college. **The scholarship is available for VDTA•SDTA dealer members, their dependents (including grandchildren), employees, & employee dependents.** The dealer member must be current and in good standing with their VDTA•SDTA membership in order for the student to apply for, receive, and continue receiving scholarship payments.

CRITERIA:

Basic criteria for a scholarship recipient are:

- Must have a minimum 2.5 GPA,
- Attend college on a full time basis (12 credit hours or more),
- Be active in extra-curricular activities that focus on community, humanitarianism, and/or sports.

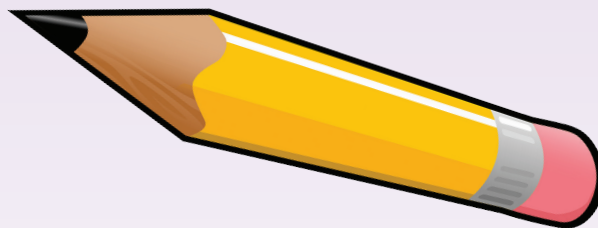
Total scholarship dollars are determined by the student's year in school at the time of the award. Financial need is not used in determining scholarship recipients.

APPLICATION PROCESS:

Scholarship recipients first apply by completing the VDTA/Epstein Scholarship Application found online at VDTA.com or in *SQE Retailer™* and *Floorcare-Central Vac Professional™* magazines. In addition to basic contact information, the application instructs students to submit certified school transcripts, a letter by their referring VDTA•SDTA dealer member, and additional reference letters from 3 individuals. Students must also submit 2 essays (100-word minimums, each): one essay asks students to discuss their educational objectives and planned future career; the other essay asks students to describe their involvement in extra-curricular activities that demonstrates a love of sports, community involvement, humanitarianism, AND/OR leadership ability.

HISTORY:

The VDTA/Epstein Scholarship is funded through donations. The VDTA/Epstein College Scholarship Fund was founded in 1993 and named after businessman Bernie Epstein of State Vacuum in Tampa, Florida. Bernie was quite a philanthropist and known for his community service, humanitarian ways, and ongoing love of sports. Bernie was also very well-known in our industry as caring and loving toward others less fortunate. Over the years, he touched many lives in Tampa and throughout the country.



THIRD-PARTY JUDGING:

After completing and signing the application, acquiring reference letters and transcripts, and writing the required essays, students mail all of these materials to VDTA headquarters in Des Moines, Iowa. VDTA staff are not involved in the scholarship selection process. All scholarship materials are forwarded to third party individuals qualified to assess scholarship applications. The applications are then scored and ranked by these third party individuals to determine the scholarship recipient(s).

CONTRIBUTIONS & DONATIONS:

Scholarship donations, including individual money donations, are accepted year-round and at VDTA special events. In 2019, the annual VDTA/Epstein Charity Night was held after the show floor closed at the VDTA•SDTA Trade Show in Las Vegas. Attendees could choose to join the fun at a table, spin the wheel for prizes, or simply cheer on their friends.

2020 VDTA/Epstein Scholarship Application - **Deadline: October 1, 2019**

The VDTA/Epstein Scholarship is available through the VDTA•SDTA and is for VDTA•SDTA dealer members, their dependents (including grandchildren), employees, and employee dependents. Dealer member must be current and in good standing with their VDTA•SDTA membership in order for the student to apply for, receive, and continue to receive scholarship payments.

All info must be complete and you must provide the additional documents required. Completion of this application is for scholarship consideration only.

1. Personal Information

Last Name _____ First _____ Middle Init. _____
Permanent Address _____ Zip _____
City _____ State _____ Phone Number _____
E-mail _____ Date of Birth ____/____/____ Sex: ☐ Male ☐ Female

2. Parent/Guardian Information

Name _____ Phone Number _____
Name _____ Phone Number _____
Address _____
Email _____

3. Referred by VDTA•SDTA Dealer Member

Name _____ Company Name _____
Relationship of applicant to dealer _____ Phone _____
Address _____ City, State _____ Zip _____

4. VDTA•SDTA Dealer Letter

VDTA•SDTA Dealer Member: Write a letter stating why this applicant should be considered for the VDTA/Epstein Scholarship.

5. School Information

School Name _____ School Phone _____
School Address _____
Recommended by Teacher's Name _____ Contact info _____
School Counselor's Name: _____ Cumulative GPA _____

must be minimum of 2.5 on 4.0 scale

Year in school as of Jan. 2019 ☐ High School Senior ☐ College Freshman ☐ College Sophomore ☐ College Junior
must be at least H.S. Senior

6. Submit Most Current ²⁰²⁰ Certified School Transcripts with this Application.

7. **Write an essay** (100 word minimum) on a separate document addressing: a) any awards of honors you've received and b) your educational objectives and how they will relate to your planned future career.

8. **Write an essay** (100-word minimum) on a separate document addressing: extra-curriculars in which you have been involved that demonstrate 1 or more of the following: a) Love of Sports b) Community involvement 3. Humanitarianism 4. Leadership ability

9. **Additional Letters of Reference.** Obtain letters of reference from at least three (3) individuals (not related to applicant), attesting to your activities which demonstrate one or more of the attributes listed above in **ITEM 8**. This could be from school counselors, teachers, church leaders, other business owners, coaches, etc. Letters must be signed by the person who wrote it.

10. **Terms of Scholarship:** Scholarship recipient must be enrolled for at least 12 credit hours and maintain at least 12 credit hours each year to be and remain eligible for current and future scholarship money. Scholarship money is paid only as long as the recipient is an undergraduate student. Money is awarded in \$2,500 increments per school year with a maximum paid of the current scholarship amount.

11. **Other information:** *Scholarship is funded by industry donations. It is expected that the recipient of the Scholarship will accept the award in person at the VDTA•SDTA Convention. Recipient's travel, lodging and meal expenses will be provided. Not every student will receive the entire amount of the scholarship: total scholarship dollars are determined by the student's year in school at the time of the award. Financial need will not be used in determination.*

My application is for: Academic year 2019/2020. I declare that to my knowledge, the statements and information given in this application and any supporting documentation submitted are true and accurate.

2020/2021

Applicant's signature: _____

Date: _____

Checklist:

- ☐ Complete this application
- ☐ Acquire Dealer Reference Letter
- ☐ Acquire Certified School Transcript
- ☐ Write essay about career objectives
- ☐ Write essay about extra-curriculars
- ☐ Acquire 3 letters of reference
(in addition to Dealer Letter)
- ☐ Make sure letters of ref. are signed
- ☐ Sign this application

**Mail application & required documents postmarked by October 1, 2018
to: VDTA/Epstein Scholarship, 2724 2nd Ave., Des Moines, IA 50313 •**

Phone: 800-367-5651

2019

THE



HAS ARRIVED

**BROTHER
REVEALS
INNOVATIVE
MOBILE APP
TECHNOLOGY
AND BRINGS
OUT THE FUN
WITH ITS NEW
FOR 2020
LINEUP**

The time has come to get in on the fun as Brother International Corporation prepares to kick off a new decade by 'Bringing Out the Fun' with the introduction of its 2020 lineup of new machines. Brother is blending its latest technology with today's hottest trends to offer sewing enthusiasts the perfect tools to ramp up the 'fun factor' in their projects. With exciting new features and some surprises along the way, even the savviest sewers will be doing a double take.

This year, the Stellaire lineup of machines tops the charts - delivering affordable luxury that is leaps and bounds over anything you've ever seen before.

The Stellaire Innov-ís XJ1 combination sewing, embroidery and quilting machine, and the Stellaire Innov-ís XE1 embroidery-only machine have been created with power, designs, and the space to create. Packed with many of the latest luxury features found

on our top-of-the-line machines, the Stellaire lineup is sure to bring a genuinely stellar experience to every project. Brother has covered all the bases to make learning the Stellaire a breeze. With the comfort factor you've come to love from Brother, these new machines are equipped with built-in instructional videos to give you a one-on-one feeling right at your fingertips. Oh, and speaking of fingertips: Your smartphone or tablet can now

be your creative best friend with the My Design Snap mobile app† - the latest feature from Brother. The My Design Snap mobile app allows you to use your mobile device to capture an image of the embroidery area, transfer it to your machine through your wireless network, and perfectly place your design exactly where you want it. Embroidery fanatics will go wild over this latest innovative feature. Imagine turning just about



Stellaire Innov-ís XE1 and Innov-ís XJ1

anything into embroidery. From line art and handwriting to your favorite illustrations and children's drawings, the My Design Snap app works as easy as one-two-three. Here's how: The Snowman Embroidery Positioning Marker works with the My Design Snap app on your mobile device. Simply place the Snowman Positioning Marker where you would like the design to be embroidered and hoop your project. Then, snap a picture of the embroidery area using the My Design Snap app, preview it on the LCD screen, and you're ready to embroider. It's that easy! The design will automatically rotate and position itself in the designated space. With space, power and tons of design capabilities, Stellaire will help you take your hobby to the next level!

STELLAIRE INNOV-ÍS XJ1 AND INNOV-ÍS XE1 TOP FEATURES

- My Design Snap mobile app for background scan, scanning line art and illustrations. and precise design placement:
 - Background Scan: Take a picture of your hooped fabric. The captured background is transferred to the machine through a wireless network so you can easily position and colorize your design on the LCD.
 - Line Art and Illustration Scan: Capture a picture of line art or illustration and convert it to embroidery data using the Brother-exclusive My Design Center.
 - Precise Design Placement: Place the Snowman Embroidery Positioning Marker in the desired spot on your embroidery area. Snap a picture, preview it on screen, and you're ready to embroider!
- Large 10.1" bright HD LCD touch screen display with intuitive user interface.
- Easy built-in how-to videos for easy learning.
- Sew Straight Laser Vision Guide makes it easier than ever to sew



Essence Innov-ís VM5200 and Innov-ís VE2300

- straight lines (Innov-ís XJ1).
- Included handheld mobile device for use with My Design Snap mobile app (retail value \$199). While supplies last.
- Expansive 11.25" needle to arm.
- Generous embroidery area of up to 9.5" x 14", so there is no more re-hooping when combining 4" x 4" and 5" x 7" designs. The Innov-ís XJ1 also includes a 9.5" x 9.5", 5" x 7" and 4" x 4" frame.
- 727 built-in sewing stitches (Innov-ís XJ1) and 727 embroidery designs (including over 100 Disney designs).
- Fast speeds of up to 1,050 SPM.
- Enhanced thread color palettes, with expanded brand and color choices available.
- My Design Center to turn drawings or artwork into embroidery area.
- My Custom Stitch, a Brother exclusive, which allows you to create custom stitch patterns and save for future use.

Brother Introduces the Essence Series Lineup

High quality and reliability are literally of the essence with the new Essence Series from Brother. Once again, Brother has raised the bar with the introduction of the Innov-ís VM5200 sewing, embroidery and quilting

machine, and the Innov-ís VE2300 embroidery-only machine. Both have expansive components and modern advancements that will take your projects to a new level – all at an affordable price that is worth every stitch. This series shares some of today's most sought-after features, including a maximum embroidery area of 8" x 12" for larger projects, and 10" LED lighting – which is up to 50% brighter than most Brother machines. Working on larger projects is a pleasure on both machines, thanks to a 11.25" workspace. With speeds of up to 1,050 stitches per minute and automatic thread trimming, you'll be creating works of art in less time than ever before. Plus, both machines are compatible with iBroidery.com, allowing you access to over 5,000 designs available for individual purchase. Whether you're just about embroidery or love to do it all, the Essence Series from Brother allows you to discover your unique essence.

ESSENCE INNOV-ÍS VM5200 – TOP FEATURES

- 715 built-in sewing stitches, 318 embroidery designs, and 17 lettering fonts.
- Automatic presser foot functionality allows you to raise and lower presser foot after trimming with standard foot

or optional multi-function foot controller.

- Multiple line text formatting allows you to embroider fonts on many lines with the push of a button on the screen. And, you can easily adjust the location by using touch screen arrows.
- Foot and pivot settings offer flexible presser foot height settings and pivot function for more types of fabric and layers.

ESSENCE INNOV-ÍS VE2300 – TOP FEATURES

- 318 built-in embroidery designs featuring 13 bobbin work designs, 17 embroidery fonts, and 140 frame pattern combinations.
- Ultrasonic sensor pen allows you to position your embroidery design on your fabric.
- Stitch jumping helps move through your design, up to 500 stitches at once.

Brother Sets the Pace for Fun with the New Pacesetter Lineup

Fun is front and center in the Pacesetter lineup of new machines from Brother. This exciting new series is not only fun and easy to use, but value-packed with features that can start you on your way to creating simple DIY projects with a professional touch. With five versatile and exciting sewing and quilting models to choose from, plus two sergers to add a finely finished look to your projects, the Pacesetter series is the perfect partner for you and other DIY enthusiasts who are looking to dive into the creative world of sewing and crafting.

PACESETTER PS500

The Pacesetter PS500 will take your sewing to the next level with features that include:

- 100 built-in sewing stitches, 7 styles of one-step buttonholes, and 4 sewing lettering fonts.
- 8.3" from needle to arm, giving

more room for maneuvering fabric when working on fashion and home décor projects.

- Reinforcement stitch to automatically sew a tie-off stitch when working on projects.
- Improved sewing with longer feed dogs and zigzag foot for a smoother sewing experience.
- Automatic thread cutter for quickly and conveniently cutting upper and lower thread.
- 2.4" x 1.3" touch screen LCD display to easily manage all sewing functions.
- Personalize stitches with the stitch combination feature.
- Manual thread tension allows you to make adjustments that suit different weights of thread.
- Presser foot pressure adjustment feature allows you to easily adjust pressure of your foot to accommodate various types of fabrics.
- Wide range of included accessories.

PACESETTER PS300T

The Pacesetter PS300T is perfect for your sewing projects. And, it is affordably priced and easy to use with features that include:

- 100 built-in sewing stitches, including 8 styles of one-step auto-size buttonholes, and 1 sewing lettering font.
- Back-lit LCD screen display with push-button stitch selection.
- Electronic variable speed control to ensure sewing safety and accuracy, particularly on intricate details or curves.
- Sew with or without the electronic foot controller with the Start/Stop button and foot controller options.
- Easy-to-use needle threading system.
- Bobbin winding system provides a fast and simple bobbin winder, with just the press of a lever.
- Jam-resistant Quick-Set drop-in top bobbin – just drop in a full bobbin, pull the thread through the

slot, and start sewing.

- Free arm sewing surface for working on cuffs and sleeves.
- Sewing Bundle included – wide table, cording foot, and concealed zipper foot. (Over \$100 value.)

The PS300T will be available at Dealers starting in March 2020.

PACESETTER PS100

Beginning sewers will love the ease and affordability of the Pacesetter PS100. It is ideal for everyday sewing and mending with features that include:

- 17 built-in sewing stitches, including 1 style of four-step buttonholes.
- Easy-to-use blind hem stitch to help create professional-looking hems, which makes mending less of a chore.
- Brightly lit LED work area makes it easier on the eyes when sewing on dark fabrics, ensuring accurate seams and stitch quality.
- Easy bobbin winding system winds the bobbin when pressing on the vertical shaft.
- Jam-resistant drop-in top bobbin – just drop in a full bobbin, pull the thread through the slot, and start sewing.
- Easy stitch selector dial allows you to choose the desired stitch from the stitch reference guide, and then select stitches using the convenient dial.
- Upper thread tension control dial feature controls thread tension to create even stitches.

PACESETTER PS700

The Pacesetter PS700 is the perfect machine for quilters and sewers to experience a range of creative possibilities. Here are some of the features you'll enjoy:

- 180 built-in sewing stitches, including 40 combinable stitches, 10 styles of one-step buttonholes, and 5 sewing lettering fonts.
- 8.3" from needle to arm, giving you more room to easily maneuver

fabric when working on quilting and home décor projects.

- Improved sewing with longer feed dogs and zigzag foot for a smoother sewing experience.
- My Custom Stitch feature so you can create personalized sewing stitches and save for future use.
- Reinforcement stitch to automatically sew a tie-off stitch or easily sew a block of decorative stitches.
- Advanced needle threading system – with the press of a lever, the thread is pushed through the eye of the needle.
- Jam-resistant Quick-set drop-in top bobbin – just drop in a full bobbin, pull the thread through the slot, and start sewing.
- Bobbin winding system provides a fast and simple bobbin winder, with just the press of a lever.
- Included knee lifter allows you a “hands-free” way to maneuver your fabric as you sew.
- Quilters Bundle included – wide table, open toe foot, stitch guide foot, quilting foot, walking foot, and 1/4” piecing foot. (Over \$300 value.)

PACESETTER PS200T

Take your DIY projects to the next level with the Pacesetter PS200T. Sewers and quilters who want to have fun while diving into projects

with confidence and ease will love this machine. Here are some of the features to make your next DIY projects all the rave:

- 53 built-in sewing stitches, including 1 style of one-step buttonhole.
- Brightly lit LED work area makes it easier on the eyes when sewing on dark fabrics, ensuring accurate seams and stitch quality.
- Easy stitch selector dial allows you to choose the desired stitch from the stitch reference guide, and then select stitches using the convenient dial.
- Easy-to-use needle threading system – the thread is pushed through the eye of the needle with the press of a lever.
- Jam-resistant Quick-set drop-in top bobbin – just drop in a full bobbin, pull the thread through the slot, and start sewing.
- Quick change presser feet allow you to easily change the feet to meet your sewing needs.
- Free arm sewing surface for working on cuffs and sleeves.
- Adjustable stitch width and length feature allows you to easily set the stitch size for your project.
- Quilters Bundle included – wide table and walking foot with guide. (Over \$100 value.)

PACESETTER PS5234

Take your love of fashion up a notch with the Pacesetter PS5234 serger. Fashionistas will love the wide range of creative possibilities, not to mention the included Thread Bundle with a 4-spool multi-thread kit. It's all part of the fun with sought-after features that include:

- 2/3/4 thread (1 or 2 needles) – multiple thread options allow you to easily convert between 2, 3, or 4 thread stitches for professional finishes.
- Color-coded thread guides allow for easy upper and lower looper threading and quick thread changes with all types of thread.
- The one-touch needle threading for two needles feature makes it easier on the eyes and fingers when serging.
- The included large extension table expands your work area and makes for greater fabric control while overlocking, and also provides storage.
- Adjust thread tightness for perfectly formed stitches on varying fabric and thicknesses with two stitch fingers.
- Brightly lit LED work area makes it easier on the eyes when sewing on dark fabrics, ensuring accurate seams and stitch quality.



Pacesetter PS500



Pacesetter PS3734T

- Differential feed ratio (0.7mm to 2.0mm) helps improve stitch quality on all types of fabric.
- Stitch up to 1,300 stitches per minute and create more in less time.
- Removable table section makes serging cylindrical pieces quick and easy with the free arm serging feature.
- Adjustable stitch width and length feature allows you to easily set the stitch size for your project.
- Specialty feet included – blind stitch foot and gathering foot.

PACESSETTER PS3734T

Getting that professional look has never been easier or more affordable. The Pacesetter PS3734T can handle all your sewing needs – and then some. Larger projects just became easier with the included wide table, so you can take on more fun designs than ever before. Here are some of the features you'll enjoy:

- 3/4 thread (1 or 2 needles) for professional garment appearance.
- Color-coded thread guides allow for easy upper and lower looper threading and quick thread changes with all types of thread.
- Stitch length (2.0mm to 4.0mm) is suitable for any type of project and is easily adjustable with stitch width dial.
- Differential feed ratio (0.7mm to 2.0mm) helps improve stitch quality on all types of fabric.
- Adjustable stitch width (5.0mm to 7.0mm) to provide the perfect stitch width, especially on

lightweight fabrics, or to create the popular rolled hem on napkins and tablecloths.

- Stitch up to 1,300 stitches per minute and create more in less time.
- Brightly lit LED work area makes it easier on the eyes when sewing on dark fabrics, ensuring accurate seams and stitch quality.
- Dual-use removable trim trap collects fabric as the adjustable serger knife trims and serges.
- Presser foot pressure adjustment to help manage different fabric weights.
- Specialty feet included, along with a wide range of included accessories.

The PS3734T will be available at Dealers starting in March 2020.

Limited Edition Disney ScanNCut DX Innov-ís SDX230D Empowers You to Craft with Disney

Disney and fun go hand in hand, as Brother pulls out all the stops for Disney crafting enthusiasts with the introduction of its latest limited edition: the Disney ScanNCut DX Innov-ís Edition SDX230D. Disney fans can get in on the action to be a part of the excitement. It's the perfect opportunity for you to craft with Disney and take your crafting, sewing, and embroidery experience to a whole new world of virtually endless crafting possibilities. Plus, you'll receive additional products which are included in the box – valued at over \$1,100!*

Here are some of the top features you'll enjoy:

- 132 Disney built-in designs.
- 20 bonus Disney designs with firmware update ver.1.40 (available October 2019).
- Thin fabric auto blade.
- Up to 600 DPI scanner.
- Blade sensor technology.
- SVG file readability.
- PES/PHC/PHX embroidery file readability.^

Additional features include:

- 1,435 built-in designs, including 140 quilt patterns, plus 17 lettering fonts, and 132 built-in Disney designs.
- Cuts a wide variety of materials up to 3mm thick. Material compatibility may vary. (Always perform a trial/test cut to confirm a successful cut.)
- 5" LCD touchscreen display for easy editing of cut data – no PC required.
- Whisper quiet.
- Advanced editing with CanvasWorkspace – create, edit, convert and send cut data to and from the machine.
- Wireless network ready to transfer files with ease (Internet connection required).
- Add a seam allowance in 1/4" increments to assist you in piecing together fabric pieces for your quilts, clothing, and more.
- Precise and quick cuts; Cuts faster than previous ScanNCut models.**
- Built-in storage.

Bonus products – over \$1,100 in added value:*

- 132 built-in Disney designs (\$132 MSRP)
- 20 bonus Disney designs (\$20.00 MSRP), available with firmware update ver.1.40 in October 2019
- Universal pen holder (\$19.99 MSRP)
- Rhinestone trial kit (\$49.99 MSRP)
- 6-piece tool set with case, scraper, tweezer, spatula, hook and stylus (\$54.99 MSRP)

*Compared to SDX125 model.

**Based on cutting a straight line along the XY axis

^Reads most PES/PHC/PHX embroidery files.

SDX230D



- Roll feeder (\$89.99 MSRP)
- Thin fabric auto blade and holder (\$43.98 MSRP)
- Color pen set (5 pieces) (\$17.49 MSRP)
- Erasable pen set (2 pieces) (\$14.99 MSRP)
- Low tack adhesive mat: 12" x 12" (\$31.99 MSRP)
- High tack adhesive fabric support sheets: 12" x 12" (2 pieces) (\$13.49 MSRP)
- Iron-on fabric appliqué contact sheets: 12" x 15.9" (2 pieces) (\$14.99 MSRP)
- Built-in designs (\$614.79 MSRP)
- 10.7" x 10.7" large embroidery hoop.
- Couching and dual couching embroidery kits include couching embroidery foot, couching dual feed foot, 2 yarn guides, threader, and 40 couching patterns.
- 75 embroidery patterns, with 5 embroidery patterns designed for the large included 10.7" x 10.7" hoop.
- Auto split quilting sash.
- My Stitch Monitor Application allows you to monitor your thread count and when to change threads directly from your iOS or Android device.
- Auto presser foot lift in embroidery.
- Added decorative fill options.
- Free motion needle point positioning marker.
- Advanced editing of embroidery letters.
- Enhanced color shuffling.
- Added built-in tutorial videos.

Brother Introduces Luminaire Innov-is XP1 Software Upgrade Premium Pack I

Luminaire users can get in on the fun with the introduction of the Luminaire Innov-is XP1 Software Upgrade Premium Pack I, the latest software upgrade from Brother. It's just one more way Brother is paving the path for you and other crafting enthusiasts to make the most of your creativity. Here is a snapshot of this software upgrade:

BES 4 Dream Edition Power Pack 3: Templates

The Template Power Pack Add-On unlocks the world of template designs and ability to customize tools for

your BES 4 Dream Edition software. Enjoy built-in themes for baby events, birthdays, sewing and crafts, holidays or seasons, sports, weddings and so much more. Personalize your layout by setting design size, editing text easily, and even changing thread colors before you stitch. Go further by making your embroidery unique by selecting themed designs to digitize that will fit your layout. Save time and create embroidery layouts with confidence.

Are you ready to ramp up the 'fun factor' in your projects? With 12 new machines in this year's lineup, Brother hasn't missed a beat, having designed the hottest new machines in the industry with today's latest innovative technology.

"We are bringing fun to the forefront of the 2020 lineup of machines

"Sewing enthusiasts are savvier than ever before. We are excited to exceed their expectations by 'bringing out the fun' and taking their experience to a new level of excitement."

- Juniche Horie, Vice President of Brother International Corporation and the head of the company's Home Appliance Division

For more details on the new lineup of machines, please visit brothersews.com.

brother
at your side

Kimberbell's Happy Hoop Décor

Whimsical Christmas Ornaments and Christmas Nativity Ornaments

Kimberbell is stitching some Christmas delight this holiday season, and your customers will love it! Decorating for Christmas is a joyful tradition, with ornaments right at the center of the celebration. *Kimberbell's Happy Hoop Decor, Volumes 1 and 2* offer the perfect way to craft the holiday spirit.

The variety of the techniques learned, along with the simplicity of the steps, make the ornaments a wonderful introduction to machine embroidery, as well as an enjoyable project for even the most accomplished embroiderer.

From the anticipation of the season's first snowfall to the welcoming aroma of sweet and spicy gingerbread, the designs in *Happy Hoop Decor, Volume 1: Whimsical Christmas Ornaments* celebrate the much-loved memories and timeless icons of the most wonderful time of the year! Each of the dozen ornaments uses a variety of embroidery techniques to make your holidays shine.

Santa's fluffy beard and the miniature Christmas tree have the touchable texture of dimensionally soft fringe, and the enchanting "snow globe" ornaments feature sequin blizzards behind clear sheets of vinyl "glass."

The poinsettia and bell designs are done in an elegant lace cutwork technique that is stitched entirely on the embroidery machine. Also included are delicate redwork snowflakes, appliqué gingerbread and reindeer designs, and more.

**For info visit
KimberbellDesigns.com**



A merry assortment of *Kimberbellishments* adds an extra sprinkle of Christmas magic to each ornament, from mylar, vinyl, and appliqué glitter sheets to tassels and poms and more! *Whimsical Christmas Ornaments* are perfect as tree decorations, but they also make delightful gift toppers, garland, neighbor gifts, and so much more!





Joseph, and the Babe serenely greet all who come to adore Him, robed in textured stitches and raw-edge appliqué.

Christmas Nativity Ornaments are lovely decor for trees and tables, gifts and garlands, and for every place needing a reminder that all is calm, and all is bright.

All of the designs in the *Happy Hoop Decor collections* are beautifully framed in Kimberbell's exclusive 3 1/2" Bamboo Hoops. At exactly the right size, these hoops were designed and specifically made to frame these ornaments to perfection! The classic, wooden hoops are lovely just as they are, or you can embellish them with coordinating tassels, poms, and bows.

Once you've finished making Volume 1, you'll look forward to stitching Volume 2 to complete your collection! As the *Whimsical Christmas Ornaments* celebrate the fun and festive parts of Christmas, the *Christmas Nativity Ornaments* pay tribute to the religious roots of the holiday.

Happy Hoop Decor, Volume 2: Christmas Nativity Ornaments

celebrate the reason for the season with twelve beloved symbols from a silent and holy night. A variety of techniques add dimensional elements to the ornaments, including fringe, appliqué glitter, and soft chenille among others.

Rejoice with the singing angel, keep watch with the humble shepherd, and follow the wise men's star until you reach the Child. The angel is a glorious mix of filled stitches, shiny mylar wings, and lace cutwork, while the shepherd features a fringed beard and a robe of raw-edge appliqué. Three kings, also with fringed beards, wear mylar crowns and appliqué robes, each carrying the embroidered gifts of gold, frankincense, and myrrh. A regal, textured camel rests from his long trek on a bed of fringed hay.

Made from mylar appliqué, the Star of Bethlehem is a symbol of light to brighten the night sky, while phrases from the traditional carols "Silent Night," "Oh, Little Town of Bethlehem," and "Away in a Manger" proclaim good news. The infant King sleeps in heavenly peace, swaddled in a manger of fringed hay and surrounded by twinkly stars, while a chenille sheep and a donkey with fringed mane and tail nestle happily nearby in their soft beds. Mary,



Whimsical Christmas Ornaments and *Christmas Nativity Ornaments* are ideal projects for embroidery enthusiasts of all skill levels and experience! All of the designs fit within a 4x4 hoop, so they easily stitch out on even the most basic embroidery machine models. The variety of the techniques learned,

along with the simplicity of the steps, make the ornaments a wonderful introduction to machine embroidery, as well as an enjoyable project for even the most accomplished embroiderer.

Kimberbell's Happy Hoop Decor, Volumes 1 and 2 are not only a delightful way to deck the halls; they're tangible reminders of fun memories and tender moments. **We invite you and your customers to create a new tradition, one stitch at a time, and experience the joy of creativity with Kimberbell this Christmas!**



VDTA/Epstein

2019 marks the 25th Anniversary of the
VDTA/Epstein College Scholarship



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can continue making this
scholarship possible!



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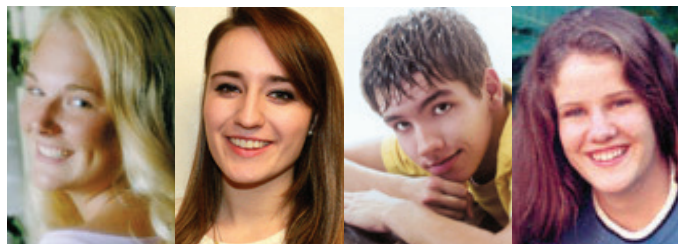
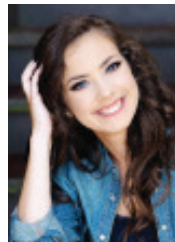
*Scholarship is available
to students connected to
our dealer industry. Pictured
here are all Scholarship
recipients since the fund
was established.*

Scholarship

The Scholarship Fund has awarded **OVER**
quarter of \$1 MILLION in Scholarship money
to 41 students & counting!

**Support the youth
of our Industry,**

**Donate to the
Scholarship fund
and make a
difference!**



25
YEAR
Anniversary

Empowerment . . . Never Use “No”

By: John Tschohl

“As we look ahead into the next century, leaders will be those who empower others.” ~Bill Gates

A company’s success lies in empowered employees. It is important to train employees and make sure they have trust in what Empowerment will bring to a company. Satisfying customers quickly benefits everyone. Moreover, happy, empowered, fulfilled employees are the key to creating “over-happy customers.”

Empowerment means every employee has to make fast decisions in favor of the customer. It’s important that we are honest and sincere in our efforts to service our customers. The only way we can do that is by empowering employees to satisfy the customer quickly and to their satisfaction.

In my book ***Empowerment: a Way of Life***, I illustrate four challenges that all businesses face. They are:

1st: Many executives don’t trust the customer. They believe the customer is trying to take advantage of them. Employees feel the same way.

2nd: We don’t trust employees. We pay them as little as we can and have even less confidence in their ability to make decisions. We have a belief that our lying, cheating customers are going to take advantage of our incompetent employees.

3rd: With Empowerment you don’t need as many managers and supervisors. They’re not overly excited about losing their perceived power, nor are they thrilled about the potential of losing their jobs.

4th: Very few employees are on their knees at night praying for Empowerment. It’s just too risky.

Never use “No.”

The first rule of excellent customer service is to never use “no.” People who always manage to find a way to make things happen, to always find a “yes” and do it, are priceless. Give your employees the tools and the trust to use Empowerment for the benefit of the customer and the company. Empowerment is NOT about breaking the rules, but *bending* them to keep the customer happy. It is making fast decisions on the spot in favor of customers.

“Empowering people in the organization to use their best judgment turns out to be faster and cheaper - but only if you hire the right people and reward them for having the right attitude.”



When employees are empowered and given responsibility, they use their talents and skills to maximize the opportunities.

Hyatt Hotels treats different customers differently. Since they know who their best customers are, they’re working not to charge them more, but to give them more. They’re setting out to randomly cover bar tabs, offer free massages, and provide other services for which they could otherwise charge. If they do it in a corporate, by-the-book way, it’ll feel fake and will fail. **But**, if they empower their employees to actually be generous, it can’t help but work.

“Not My Job”: Three words that can kill an entire organization. Empowerment allows the employee to make a decision on the spot for the customer instead of working their way through a paralyzed

system to figure out what to do next. Give employees the authority to take action. No one should have to go “higher up” to get permission to help a customer. Empower everyone to break the

rules thus allowing employees to have input and control over their work. When people with problems call your company, the first employee who answers the phone should be able to solve the problem.

What Are You Building? In a world of mediocrity that relentlessly races to the bottom, you lose if you also race to the bottom. The only way to win is to race to the top, and Empowerment is one of your most valuable tools. My definition of Empowerment is getting an employee to make a fast decision, on the spot, in favor of the customer. If the customer wins, your organization wins.

Understand what drives customer value, then figure out where Empowerment can improve the quality, speed, and cost with which that value is delivered. Empowering people in the organization to use their best judgment turns out to be faster and cheaper – but only if you hire the right people and reward them for having the right attitude.

I have been passionate about Empowerment and continue to *preach* on the subject. It is a tool for every successful company to use to deliver exemplary service to every person that walks through your doors.

“Your empowered team will drive your business and crush your competition.” ~ John Tschohl

About the Author: John Tschohl is a professional speaker, trainer, and consultant. He is the President and founder of Service Quality Institute (the global leader in customer service) with operations in over 40 countries. John has written several books on customer service including *Moving Up, A step-by-step Guide to Creating Your Success* and has available the 13th edition of AETCS. Both books are available on Amazon. John is a self-made millionaire traveling and speaking more than 50 times each year. He is considered to be one of the foremost authorities on service strategy, success, empowerment and customer service in the world. John’s monthly strategic newsletter is available online at no charge. He can also be reached on Facebook, LinkedIn and Twitter.



The advertisement features a sleek, modern desk lamp, the Slimline 3, against a dark background. The lamp has a long, thin, curved aluminium shade and a brushed steel table clamp. A list of features is provided, with arrows pointing to specific parts of the lamp. The Daylight logo, featuring a lightbulb icon and the tagline 'when light matters', is in the top right corner.

INTRODUCING THE NEW

Slimline 3TM

TABLE & FLOOR SERIES

- **New DIMMABLE** Feature! —————→
- New & Improved aluminium shade emits a 50% brighter light!
- Aluminium shade with full length diffuser for better diffusion & shadow control.
- Table clamp has been re-designed to be even less obtrusive, —————→ & comes in a beautiful brushed steel finish for a sleek look & feel.

www.daylightcompany.com

daylight
when light matters

Shannon Fabrics is Offering Halloween-Inspired Digital Cuddle® Minky Fabric Prints

Shannon Fabrics has officially introduced new Digital Cuddle® Halloween prints — just in time for the fall season! As part of the Shannon Studio Digital Cuddle® collection, these fabrics are great on their own or combined with other non-seasonal solids and other fabrics.

Shannon Fabrics has offered festive seasonal fabrics for years, and these digitally printed minky plush fabrics are perfect come Halloween! Available in three prints (Monster Mash, Boo Whoo and Eye of Newt), these fabrics feature a variety of spooky illustrations like ghosts, bats, witches, spiderwebs, and jack-o-lanterns overlaid on solid backgrounds.

They're surprisingly versatile, and Shannon Fabrics suggests creating cute Halloween-themed minky fabric pillowcases for your little trick-or-treaters, or making a warm throw blanket to cozy up on the couch and watch a scary movie.

"We are so excited about these super fun seasonal Halloween prints," states Sheryl Sapriel, Marketing Director at Shannon Fabrics. "These have been highly requested, and we think they are a great addition to our latest release!"

Shannon Fabrics featured this adorable Frankenstein quilt at the 2019 Spring Quilt Market in Kansas City, and it quickly became a show favorite! The kit features a Frankenstein shape taken from the featured print, enlarged then appliquéd. This fun digitally printed fabric was then paired with their always-popular Luxe Cuddle® and was backed with their classic Cuddle® 3.

For more information, visit shannonfabrics.com!



About the Company: Shannon Fabrics, a wholesale fabric supplier, is the premier destination for all types of plush fabrics. The company offers Cuddle® (minky) plush fabric, Luxe Cuddle®, Embrace® (100% cotton double gauze), Terry Cloth, Faux Fur, Solid Silky Satin, and kits. In addition to a licensing agreement with Hoffman California Fabrics, Robert Kaufman, Premier Prints, Sweet Melody Designs and other industry leaders, the company works with independent and in-house designers to develop and create some of the best fabric collections available in the industry. With its signature "Cuddle®" collection, Shannon Fabrics, a family owned business founded in 1995, has become a household name and is always Making The World a Softer Place™.

Shannon
F A B R I C S
Making The World A Softer Place™

Recognizing Our *Associate Members*

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2020 Hall of Fame

DEADLINE: OCTOBER 1, 2019

- ☐ Floor Care: Independent Dealer
☐ Floor Care: Mfg./Dist./Spdy./Field Sales

- ☐ Sewing: Independent Dealer
☐ Sewing: Mfg./Dist./Spdy./Field Sales

(Please check only one category)

*Completion of this application is to be done by the nominator only.
Nominees are not guaranteed to be inducted. It is encouraged and allowed to re-apply.
Submit high-res color photograph of nominee if available.*

CRITERIA FOR HALL OF FAME

1. Nominee must be a current member of VDTA•SDTA if in business or a past member if retired or deceased.
2. Nominee must have a minimum of 20 years in the industry.
3. Nominee must have made considerable contributions to the industry.
4. Nominee must have been involved with the association in ways to help others in the industry, ie: taught classes at the shows, association member, helping others with marketing ideas and customer service ideas, etc.
5. Nominee must have been involved within his or her community.
6. Nominee must have made a difference in someone's life associated with the industry and/or their community.
7. Nominee must have worked toward maintaining a positive public image of the independent vacuum and sewing dealer.
8. Include **letters from at least three (3) people** attesting to nominee's qualifications for induction. Letters can be from community leaders, other dealers, manufacturers and their representatives, etc.

1. Nominee's Last Name: _____ First Name: _____ Middle Ini. _____
2. Company: _____
3. Address: _____
4. Phone: _____ E-mail: _____
5. Date of Birth: _____ Date of Death (if applicable): _____
6. Place of Birth: _____
7. Nominee's local/hometown newspaper: _____
Address: _____
City, State, Zip: _____
8. Nominator's Name: _____
Company Name: _____
Address: _____
City, State, Zip: _____
Phone: _____ E-mail: _____
Relation to nominee (if any): _____
9. Nominator: Write on a separate piece of paper or Word document in 100 words or less why you believe this individual should be considered for the 2020 Hall of Fame.
10. Nominator: Write on a separate piece of paper or Word document in 100 words or less a brief biography of the nominee including a list of accomplishments, awards, titles ("pioneer," "teacher") etc.

Send all required documentation postmarked by October 1, 2019 to:
VDTA•SDTA Hall of Fame Selection Committee, 2724 2nd Ave., Des Moines, IA 50313
Call 800-367-5651 with any questions.

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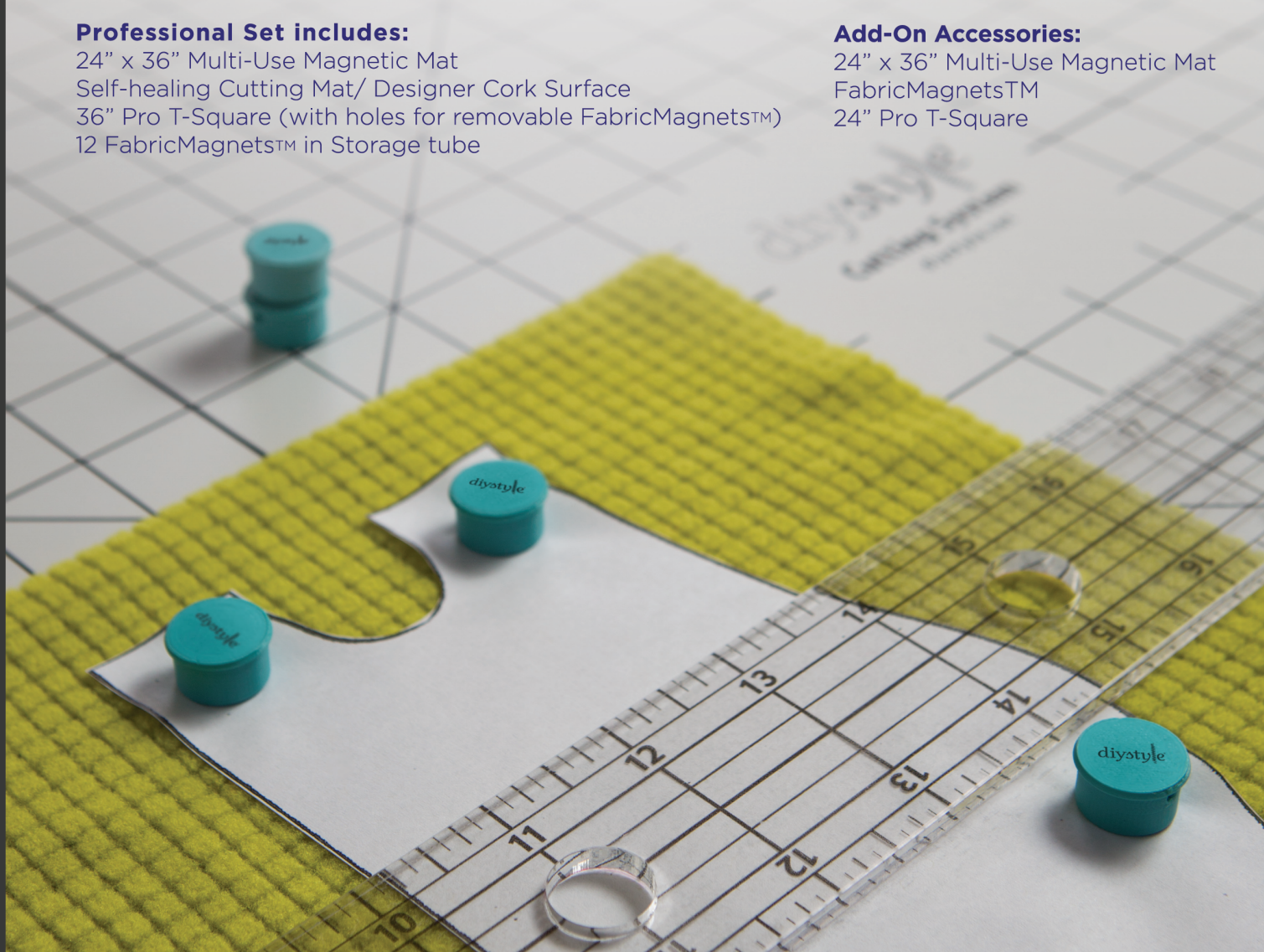
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Watch the demo! 

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diystyle

Quick Stitch Robe



Great project for a class, and younger sewists!

Quick Stitch Robe

Create this “DIYStyle® Classic” Quick Stitch Robe in an instant! This fast make is a perfect travel robe, summer robe, or bridal party “ready robe.” Ours is made from a soft spandex poly-knit, and can be sewn with a sewing machine and/or serger.



Supplies Needed:

- 1 yard of 60” knit fabric (Choose something soft with a nice drape)
- 2 $\frac{3}{4}$ yards of wide stretch lace for robe lower edge and sleeve/armhole trim
- 1 $\frac{3}{4}$ yard “trim” for robe front edges (we used a narrow contrast fabric band)
- DIYStyle® Magnetic Pattern and Cutting System

Cutting:

- Back -- Cut 1-30” square
- Fronts -- Cut 2 panels--12” x 30”
- Tie -- Cut 1-4” x 60”
- Belt loops -- Cut 1-8” x 1 $\frac{1}{4}$ ”
- Optional Front Contrast Trim -- Cut 2-2” x 30”



Construction:

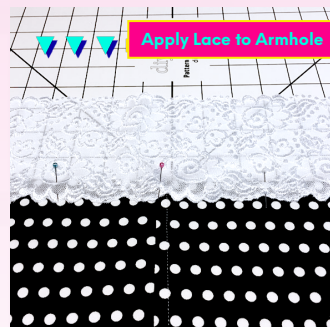
Step 1. Stitch contrast trim or narrow lace down front pieces, on inside edge. For lace, use a 2.5 width and 2.0 length zig-zag stitch. For contrast trim fold each strip in half lengthwise, wrong sides together, matching raw edges. Use basting stitch, secure raw edges together.



Step 3. Place each front panel to back panel, right sides together, matching side edges. Stitch $\frac{1}{2}$ " seam.

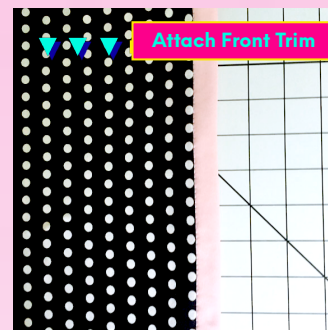


Step 5. Open robe flat at shoulders. Measure 11" from front and back shoulder for "armhole" opening. Mark with a pin. Cut wide lace trim 22." Mark center of each lace piece. Apply lace trim to armhole edge right side, matching center of lace to shoulder seam, overlapping lace $\frac{1}{2}$." Use a 2.5 width and 2.0 length zig-zag stitch to secure lace to edge. Trim away excess fabric on underside as necessary.



Copy and use this project in your clubs and shop!

Step 2. Right sides together, match raw edges of trim to front pieces inside edge. Stitch or serge to attach, press seam towards front piece.



Step 4. Fold back neck edge to inside following $\frac{1}{2}$ " seam line. Stitch close to edge to secure to back neck.

Optional - Make belt loop pieces. Fold strip in half lengthwise, right sides together, matching raw edges. Stitch $\frac{1}{4}$ " seam. Turn tube right side out, cut in half, forming two belt loops. Pin each loop on side seam 14" from bottom of robe.



Step 6. Place sides right sides together, matching side seams, and lace for underarm. Stitch or serge $\frac{1}{2}$ " seam, catching in belt loops.



Step 7. Add wide lace to hem edge, matching lace to hem edge, overlapping lace $\frac{1}{2}$." Use a 2.5 width and 2.0 length zig-zag stitch to secure lace to edge. Fold in trim $\frac{1}{2}$ " to inside, matching front trim edge for a clean finish. Trim away excess fabric on underside as necessary.

Step 8. For belt, stitch long strip right sides together, turn right side out. Tie ends. Place through belt loops, tie into bow.

For more fashion and home-dec projects from DIYStyle®, visit diystyle.net. To order the DIYStyle® Magnetic Pattern and Cutting System, visit diystyleshop.com or email info@diystyle.net.



INSIGHT FROM THE WORK BENCH: PROFIT

NORM HIMEBAUGH

Himebaugh's Vacuum & Sewing Center



Note: This article was originally published in the VDTA News magazines about 3-4 years ago. It is being reprinted this month at the author's request because the topic of profit and these ideas are still so relevant for today's business climate. Please note that because this article is a few years old, some of the pricing may not reflect today's current rates for products or services.

I'd like to talk about a word that has almost disappeared from business discussions today... profit. All manufacturers want you to believe that carrying their product will guarantee you the most profit. While it's true some do offer better margins than others on their price sheets, it's often a different story altogether when they hit the street.

I was thinking the other day about the economy my father did business in and his profit percentage. He built a building worth \$69K in 1969 and paid it off in 4 years, while raising 7 kids. My mother told me a story of him, selling two Necchi Supernova's on their largest cabinet one Saturday. She said they sold for about \$500 each and that they went out for steak that night!

We all love those homerun days, don't we? Even though I don't know what the dealer cost was, I'm sure it was less than 50% of the sale price. I know that in one instance, my father spent \$10K in 1974 on an order of about 100 machines. Not all were top-of-the-line but a good many were. I have a picture of him with them, professionally presented in the store on displays he built himself. He sold those top-of-the-line "Lydia" sewing machines for about \$375 each with trade in's that later made him more profit. We even had a "Used Machine" department.

In 35 years of being in this business, I've made some real dumb mistakes and also had some victories. So far I feel the mistakes are in the lead, but I still have some years left. The important aspect of that statement is time. I still have time to learn and not make the same mistakes.

“If you are a dealer, giving things away for free and complaining about not making any money means you need to make a choice.”

Once I got conned into paying a “business consultant service” for their help. I was going broke fast and even though financially my mistake in hiring them was huge, I did gain a few pearls of wisdom, one of which was: *What items in my store can I raise the price on without affecting how many go out the door?* Another of these pearls was: *Adding up my cost of doing business in terms of the profit needed to pay my constant expenses not related to inventory. Then, assigning a profit amount needed for every dollar I spent and making sure I made that amount as a minimum.*

Things are changing so fast today that you have to reinvent yourself and your approach to each customer almost daily. How you greet the customer, what phrases you use, how you create a sense of urgency without being pushy, etc.

If you're struggling today, analyze your profit structure. You may also need to increase your sales volume. But if your yearly dollar volume is good, just a better focus on your profit could add up huge

at the end of the year and fix your problem. Recently I added a line item charge on every repair for \$2.50. For oil, chemicals, rag cleaning, thread, and fabric I use to sew off my repairs. That will generate about \$1400 for me in one year.

At a class I gave in 2005, a man objected loudly over how much I charge for sewing machine service. This particular dealer thought it was crazy for me to charge my customers \$0.60 for the needle when I did their repair. I explained that doing 400 repairs a year meant that I took in an additional \$240, and that I pleaded with Schmetz but they wouldn't give me needles for free, and that I pleaded with UPS but they wouldn't deliver them for free either. If you are a dealer, giving things away for free and complaining about not making any money means you need to

make a choice. Either choose to quit complaining because you are your own problem, or choose to stop giving things away and start making a profit.

Recently I got a surprise tax bill for \$2000 from my landlord. The county doubled the property tax on all retail shopping centers. My store's size represented \$2000 worth of that increase, so I get the bill. Now my rent goes up \$200 per month for next year's increase. If I don't raise my rates, next year I work for less money. Increases like this one happen without you even knowing it. It's impossible to keep up on every price of every item, so January 1st of each year I raise my prices on my labor rates by \$5. We are better at keeping up on inventory pricing because of the computer, so at least I do pay attention to the inventory going up, which it does on a regular basis!

The first time I faced going broke was in 1985. I was 23 years old and was in the business for 8 years. My mother and I were faced with moving back to New York from North Carolina due to a number of factors beyond our control. One factor that would fix our problem was profit. Our sewing machine tune ups were \$25 for the most basic and \$65 for a service if the timing needed adjustment.

Our accountant at that time offered me a ticket to a sales training seminar. Tom Hopkins was a featured speaker at this seminar. I spent \$300 on his tapes and

my mother wanted to kill me! I knew that I needed to be trained. Thanks to Tom Hopkins, I'm still here today!

One thing he covered was pricing or value. He had a "Raise it until they complain" concept. He said if your customers are never complaining about your price, you're too low. Taking that to heart, in the next 2 days we took in 5 sewing machine repairs. I told the first person our tune up was \$35. Nothing bad happened; they asked when they could pick it up! Next one, I said, "Our tune up is \$45," same response! When I got to the 4th repair and said \$65, I was shaking, but same response, "Great, when can I pick it up?"

When I said \$75 on the 5th repair, the customer said it back, "\$75?" So I said yes and stopped there. In 2 days, I went from \$25 to \$75 for a tune up. So don't be afraid to raise your price \$5 or \$10 or \$15, you are worth it!

Don't base your pricing on your customers' opinions of what they think they should be charged or the cheap guy in your town. It constantly costs us more every day to run our companies. Many people left our industry in the last few years due to poor planning and fear of charging what they needed. If you plan to be here in the future, it is going to take two things... A serious focus on your daily profit and... A Plan!

Classified Ads

MERCHANDISE FOR SALE:

Looking for Dealers. Namco's Newest Floor Machine, Namco FloorWash. Light-weight, easy to use. Does all types of floor surfaces. www.floorwash.com/en-us. (4-6)

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150K retire me!! Great location for the last 20 yrs, town is always growing, set to grow a lot more. I'm selling for less than paid 9 yrs ago. We sell and service vacuums, washers, dryers, stoves, refrigerators. Many parts new and used. ColumbiaVacuumandAppliances.com (1-1)

HELP WANTED:

TOPS VACUUM & SEWING. HIRING FOR ALL POSITIONS!

Longarm Installer: Experience with HandiQuilter a must

Sewing Mechanic: Experience necessary

(Brother / Baby Lock)

Vacuum Sales/Service: Simplicity / Miele / Oreck

Web Developer/Unique Content Writer: Any web experience?

Telephone Customer Service (vacuums)

Good At Your Craft? - Relocate To Florida! Top wages paid on all positions. Email resume to Greg Bank, Owner - gregoryabank@gmail.com.

VDTA•SDTA, 2724 2nd Ave. Des Moines, IA 50313
Call 800-367-5651 or fax 515-282-4483 • apply online at www.vdta.com

Company Information

Name: _____ Title: _____
 Company Name: _____
 Address: _____
 City: _____ State/Province: _____ Zip/Postal Code: _____
 Phone: _____ Fax: _____
 E-mail: _____
 Website: _____
 Number of stores? _____ Years in business: _____ Submit Copies of Business and Tax Certificate

Membership Category

☐ **Independent dealer enrollment:**

Identified as any dealer whose principal business is the sale of merchandise and services directly to the consumer (end user).

☐ **International Independent Dealer:** Identified as an Independent dealer not located in the U.S. or Canada.

☐ **Miscellaneous Membership:** Includes: Independent consulting firms, advertising agencies and Independent Sales reps.

☐ **Associate member:** Identified as a wholesale manufacturer/distributor/supplier. Businesses located in the U.S. or International.

SEWING\QUILTING

- ☐ Sewing Machines
- ☐ Knitting Products
- ☐ Quilting Machines
- ☐ Longarm Machines
- ☐ Embroidery Machines
- ☐ Sewing Parts/Accessories
- ☐ Notions
- ☐ Fabrics-Fashion/Quilting
- ☐ Sergers
- ☐ Other: _____

FLOORCARE

- ☐ Hand/Stick Vacuums
- ☐ Central Vacuums
- ☐ Stick/Broom Vacs
- ☐ Water-based Vacs
- ☐ Steam Cleaners
- ☐ Janitorial Products
- ☐ Stain Removers
- ☐ Vacuum Parts/Accessories
- ☐ Backpack Vacs
- ☐ Upright Vacuums
- ☐ Canister Vacuums
- ☐ Air Fresheners
- ☐ Air Purifiers
- ☐ Polishers & Buffers
- ☐ Other: _____

If You Own 1 Store, Membership & Renewal

1 Year Membership \$130
 2 Year Membership \$210

If You Own 2 or More Stores, Membership & Renewal

1 Year Membership \$150
 2 Year Membership \$230

International Dealer Membership \$150

Miscellaneous Membership \$150

Sewing Educator Alliance Membership \$60

Associate Membership \$725

If you own 2 or more stores, list all locations on separate paper to ensure all stores receive info and mailings

- Do you attend VDTA•SDTA conventions?
- Do you have a repair department?
- Do you teach sewing or quilting lessons in your store?

☐ Yes ☐ No
☐ Yes ☐ No
☐ Yes ☐ No

Payment Information

All payments must be made in U.S. funds

☐ Check ☐ MasterCard ☐ Visa Amount: \$ _____

Cardholder Name (Print): _____

Card #: _____ (CCV# _____) Exp Date: _____

Card Registered Address (If different than above): _____

Signature: _____

Is this a one time membership payment? ☐ Autopay (next membership payment due in 12 months)
☐ This a one time payment, thank you.



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**VDTA
SDTA**

VACUUM & SEWING DEALERS
TRADE ASSOCIATION





Disney

LIMITED EDITION
ScanNCut DX
Innov-is Edition

CRAFT WITH DISNEY

Bring a touch of Disney to your crafting with the Limited Edition Disney ScanNCut DX Innov-is Edition.

SPECIAL FEATURES:

Blade Sensor Technology

- Auto Blade detects the thickness of material

Cuts up to 0.1" (3mm) thickness*

- Cut materials such as foam and felt virtually effortlessly with Auto Blade*

Stand-Alone (No PC required)

- 5" LCD touchscreen display for easy editing of cut data

PES/PHC/PHX File Readability[^] (Dealer Exclusive)

- Convert PES/PHC/PHX embroidery files[^] to cut data directly on the machine
- Use most PES/PHC/PHX embroidery files for drawing, embossing[~] and foiling[~] data

Up to 600 DPI for the Scan to USB Function



SDX230D

ScanNCut.com     /brothercraftsusa  /brothercraftsus

[^]Reads most PES/PHC/PHX embroidery files. [~]Optional accessories required, sold separately. ^{*}Material compatibility may vary. Always perform a trial/test cut to confirm a successful cut. Images are for illustrative purposes only. Specifications subject to change. ©2019 Brother International Corporation. ©Disney

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