

## Baby Lock Celebrates its Past While Looking Toward its Future



Hall-of-Famer  
Steve Jeffery Reflects  
on His Lifetime in the  
Sewing Industry  
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*bernette Introduces NEW  
Line of Machines, pg. 58*

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# SDTA

SEWING DEALERS TRADE ASSOCIATION

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**S** SEWING  
**Q** QUILTING  
**E** EMBROIDERY

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## Letter from the Editor:

Ever since the clock struck midnight on January 1st, the New Year has barreled down the pages of my calendar. I was asked to watch the NFL playoff games in late January, though I laughed it off with, "Why? It's not even post-season yet!" I was met with some incredulous looks and the revelation that the Superbowl was only 2 weeks away.

Ask me how many days until the Exhibit Hall opens in Vegas and I'll have that answer before your next breath, but the hype of the New Year has a way of obscuring just how quickly time passes. It's a good time to check the progress of your 2017 business goals, and how attending the VDTA•SDTA Trade Show and Convention can help you accomplish them.

After learning of the impending Superbowl, I did take time to watch the Patriots v. Steelers game. Like him or not, Tom Brady plays a good game of football, but I was especially impressed by wide receiver Chris Hogan, who caught 9 of the 12 intended passes, scored 2 touchdowns, and totaled 180 yards for a franchise post-season record.

I was even more impressed when I learned of his struggle to success. Hogan was a 4-year lacrosse player at Penn State, 1-year football player at Monmouth University, undrafted in the NFL, and cut by multiple teams including the 49ers, Giants, and Dolphins. It turns out that Hogan just needed the chance to shine. A diamond in the rough.

Following the Patriots' victory over the Steelers, sports writers praised Hogan for "his work in the deep part of the field [that] brought a new dimension to the offense," and praised the Patriots in general for their "resourcefulness" in signing him.

The outcome of the Superbowl is highly debatable, but after seeing Hogan come to life, it's clear he can help his team become champions. And we want the VDTA Show to help your sales team and your business be champions too. We strive for our classes to offer a new dimension of education and all new events to your customers. We want you to find the hottest up-and-coming products from our exhibitors. Your success is our success!

We hope you enjoy the Superbowl game, the halftime show, the commercials, or the snacks - whatever floats your boat. But most of all, we are looking forward to seeing you in Vegas, February 12 - 14 with classes starting before!

## Classifieds

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to become a Baby Lock Retailer



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# 20 & 30 Year Members to be Honored at 2017 VDTA•SDTA Convention

Join in honoring these members who have supported the association through continuous membership in the last 20 and 30 years. They will be honored February 11, 6:30 PM at the Westgate Resort.

## 20 Year Members

### Associate Members

**APC Filtration Inc** - Ancaster, ON

**Alutron Modules Ltd** - Aurora, ON

### Independent Dealer Members

**A & E Sewing Center Inc/**

**Findlay Sewing Center** - Findlay, OH

**Branum's Sewing & Vacuum** - Martinez, GA

**Carmel Vac & Small Appliance** - Carmel, CA

**Cathey's Sewing & Vacuum Inc** - Tucson, AZ

**Chattanooga's Sewing Mach Ctr** - Chattanooga, TN

**Circle Sewing Center** - Midland, MI

**Cornman's Sweeperland** - Hermitage, PA

**Dictoguard Security Alarm Syst** - Greeley, CO

**Doc Stitch's** - Scotts Valley, CA

**Meissner Sewing & Vacuum Ctr** - Sacramento, CA

**Murphy Sewing Machine Co** - Owensboro, KY

**Omaha Vacuums Inc** - Omaha, NE

**Phil's Sewing Machines Inc** - Washington, MO

**Revco** - Water Mill, NY

**Sandy's Sew-n-Vac** - Dearborn Heights, MI

**Sewing World of Grapevine Inc** - Grapevine, TX

**Seymour Vacuum & Electric Shop** - Columbia, MS

**Vacuum Center - Triad Inc** - Greensboro, NC

**Vacuum Cleaner Exchange Co** - Belleville, IL

**York Appliance Service** - Toronto, ON

**Electrolux Small Appliance Group** - Charlotte, NC

**ESSCO** - Twinsburg, OH

**Flexible Technologies** - Greenville, SC

**Host / Racine Industries** - Racine, WI

**Riccar America** - Fenton, MO

**Simplicity Vacuum** - Fenton, MO

**Tacony Corporation** - Fenton, MO

**Vac Pros** - Fenton, MO

### Independent Dealer Members

**A to Z Sew Vac** - Laurel, MD

**A-1 Vacuum Inc** - Crest Hill, IL

**ABC Vacuum Center** - Phoenix, AZ

**Aerus Electrolux** - Kennesaw, GA

**Boulevard Vacuum** - Los Angeles, CA

**Budd Vacuum Company** - Wyckoff, NJ

**C & L Vacuum Cleaners** - Peoria, IL

**Coastal Sewing & Appliance** - Wilmington, NC

**Conrad Co Vacuum & Janitorial** - Joliet, IL

**Cornerstone Sew & Vac Inc** - Douglasville, GA

**Cutter Vac LLC** - Fond Du Lac, WI

**Elko Sew-Vac** - Elko, NV

**Foothill Vacuum & Janitorial** - Upland, CA

**Gall Sewing & Vac Ctrs Inc** - Grand Rapids, MI

**Mr. C's Vacuum & Sew Ctr** - Independence, MO

**Newman's Vacuum & Appliance** - Santa Monica, CA

**Omar's Built-In Vacuums** - Woodinville, WA

**Ozark Vacuum** - Rolla, MO

**Park Vacuum Center** - St Louis Park, MN

**Pocono Sew & Vac** - Stroudsburg, PA

**Sew Vac City** - College Station, TX

**The Vac Shak Inc** - Lewiston, ME

**Tidewater Sew & Vac** - Virginia Beach, VA

**Vacuum Cleaner Hospital** - Chapel Hill, NC

## 30 Year Members

### Associate Members

**Baby Lock USA** - Fenton, MO

**Canplas Industries Ltd** - Barrie, Ontario

**CWP Technologies** - Cleveland, OH

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# 2017 VDTA•SDTA Independent Dealer of the Month

## Chestnut Ridge Sewing Millersburg, OH



The VDTA•SDTA is happy to announce that our February Dealer of the Month is Chestnut Ridge Sewing LLC, located at 5079 Township Rd 401 in Millersburg, OH. Chestnut Ridge Sewing was originally founded by Tom Beachy in 1985 as a shop dedicated to sewing machine repairs.

Within three years, Tom's business had grown to such an extent that more space was needed, and Chestnut Ridge Sewing moved to a larger building that could accommodate a sales floor with BERNINA products.

Ten years later in 1998, Linda and Frank Mitchell purchased the business from the Beachy family. Together, they kept Chestnut Ridge's reputation for quality service and products alive, and then in 2015 sold the business to employee Dawn Krier. As its current owner, Dawn continues growing and expanding the business with Mike Miller, who has been with Chestnut Ridge since 1994, along with their hardworking staff.

Chestnut Ridge Sewing proudly sells BERNINA products, including several lines of BERNINA home sewing machines, the BERNINA Q24 longarm, the BERNINA Q20 sit-down longarm, and the BERNINA E16 embroidery machine not to mention accessories, software, and Heavenly Sewing Chairs. The store also offers new and used machines for customers with varying needs and budgets.

Services and events include an array of classes and a great machine service package. In February alone, Chestnut will be offering classes such as "Honey

Bun Fun" where attendees make a colorful "pouf" ottoman and the "Pickle Pie Club" that meets the first Monday of every month.

As for repair work, Chestnut Ridge's standard machine service package involves: the removal of covers; cleaning, oiling, lubing; checking parts for damage; checking and adjusting timing settings; checking and adjusting specs and adjustments with gauges; testing of functions; adjusting tensions; and sewing out a representative sample of stitches including buttonholes - with the option of same-day service for an additional \$20 fee.

Chestnut Ridge Sewing is located very near the Amish community and works with the Amish on various sewing projects. In addition, the store is highly involved with community work, sewing pillowcases to donate locally to hospitals and veterans.

Dawn prioritizes staying in touch with customers via email lists and direct mail, and also by social media outlets that include Facebook, Twitter, and Pinterest. You can also check out their website at [www.chestnutridgesewing.com](http://www.chestnutridgesewing.com), which displays Chestnut Ridge's products and services with a fun, local flavor.

Every day, Dawn continues to work hard and provide great customer service. Her advice to others in the industry is don't give up, keep at it, and enjoy what you do.

***Congratulations to Dawn and Chestnut Ridge Sewing LLC on being selected as the VDTA•SDTA Dealer of the Month!***



# 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](http://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.

# Developing a Product Training Plan

## – Part 2

**S**trong product knowledge can be the difference between a good salesperson and a great one, but most retail employees have had little to no official product training.

A formal training program can be as sophisticated as learning management software. It can also be as simple as a single document. And while developing a formal training program may feel like too big a project to tackle, especially with limited resources, here are some steps to help you start.

- 1. Set a Goal.** What is the overarching reason for training? The simple answer is: “To sell more product.” A more complete answer might be: “To equip employees with product knowledge so they can ensure customers purchase the products that best suit their wants and needs.” Whatever your goal, define it completely. Seek employee feedback on the wording of this goal because the more input employees have, the more likely they are to be engaged in the training process.
- 2. Determine Your Objectives.** Write down a list of the product areas an employee needs to master. Don’t try to include everything – pick the five most important. What are the five products or product areas that would have the most impact on revenue?
- 3. Gather Resources for Each Objective.** Resources can include product brochures, marketing materials, YouTube videos, and other online sources. Check with your manufacturers – many have additional resources or even formal training materials on products. Look specifically for materials geared toward sales staff, as educational resources may be too detailed for sales purposes. Then gather these materials into a single location – it might be a folder on a shared computer or a binder of printed materials.
- 4. Set Aside Time to Study.** Learning new product information during slow periods on the sales floor may seem ideal, but these slow moments easily get eaten up by other tasks, and training is often the lowest priority. Set aside a specific time that should be spent on developing product knowledge. Shorter sessions are better – it is easier to retain knowledge that has been broken down into small pieces. Fifteen to thirty minutes at a time is ideal.
- 5. Check for Comprehension.** We don’t know we have mastered knowledge until we have been tested on it. Testing doesn’t need to be a written exam. Write out a checklist of the key information needed for each objective. For example: “Name

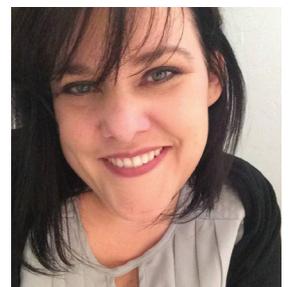
the five benefits of product A” or “Explain which accessories are most important for product B.” Have the employee go through this checklist verbally with someone who has mastery of the product.

- 6. Acknowledge Competency.** Consider how you can reward your employees with a credential. For example, a designation might be added to their name tag which indicates the employee has been trained in a specific product area.
- 7. Review Quarterly.** Once you have developed a set of objectives, identified resources, and created a checklist for each objective, make a note to review your materials once a quarter. Have any products changed, or are there new products in the category? Have you learned over the last few months that there were key items you left off the checklist?
- 8. Build on Base Knowledge.** Once employees have demonstrated proficiency in the five most important product areas, build a new set of objectives. Don’t simply add these to the first set. Instead, create a new document and repeat the steps to set a training plan for the next set of objectives.
- 9. Utilize Product Experts.** Experienced staff can be helpful in creating your training plan. Delegate key tasks, such as gathering resources for each objective.
- 10. Seek Employee Feedback.** Ask employees what they gained from the experience and to provide at least one actionable suggestion.

The benefits of a product training plan are immediate and long-lasting. A documented training plan can be a real source of energy for employees and management. Completing a training plan will give employees a sense of accomplishment and the confidence needed to begin directing customers to the right purchase. Putting the knowledge into practice will create more positive customer interactions, increasing satisfaction on both the customer and the employee’s part. Managers will rest easy knowing that they are providing employees with the right tools to be successful.

Ultimately, sales will increase as employees make smart recommendations and demonstrate products with confidence.

Christy Burcham  
OESD



PRESENTING THE NEW  
MUST-SEE EVENT...

# COSPLAY

## The MEGA Sewing Market You're Missing



**Cheryl Sleboda**  
CEO, Muppyn Inc  
Fiber artist, quilter, author, teacher  
Muppyn.com



**Tracy Mooney**  
Senior Editor,  
Generation Q Magazine.  
GenerationQMagazine.com



**Toni Smith**  
Quiltoni  
Quiltoni.com

Young people are sewing, and we know where! Learn what the Cosplay movement is, how to make your store attractive to Cosplayers, and what products you can carry to appeal to them. In particular, learn how to talk to this group of shoppers to earn your store mega profit. Our panel has the pop culture and child/teen sewing expertise to help you bring in the younger demographic.

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Also stop by Booth **452** to see our presenters, ask questions, and learn **MORE** about what you can accomplish by targeting the **COSPLAY** market!

# From Stockroom to Boardroom

## *Steve Jeffery's Journey to the Top at Baby Lock Was Driven by the Love of Sewing*

We've all seen the movie: A stock boy works his way up the corporate ladder to become a high-ranking executive in that same company. It's become almost a cultural cliché that most of us find unbelievable.

But Steve Jeffery, Tacony's latest inductee to the VDTA•SDTA Hall of Fame, has actually lived it.

Jeffery started his career as a stock boy at one of the Tacony retail locations in the St. Louis area in 1976, hired by his uncle Bob Higgins. Jeffery said Higgins wanted someone in the store he could trust and would deliver a good day's work.

After being promoted to manager in 1980, he got the news in 1983 that Tacony was getting out of the retail business. Nick Tacony stated he would get Jeffrey a job somewhere, doing something, unless he wanted to buy the store for himself.

Jeffery recalls, "I said 'I'm 23, I have no money.' With that, Nick and Ken presented a way for me to purchase the business. I have a lot of loyalty to the Tacony family. They have given me many opportunities over my career and for that I am very grateful."



Jeffery soon rose through the ranks at Tacony, eventually becoming the President of Baby Lock USA in 1999 and the Senior Vice President of Sewing in 2006. He said his love of Baby Lock and sewing in general comes from the unique nature of the sewing business itself.

"I always thought it was a unique business. It's fun to sell a product that people love and are very passionate about using," he comments. "It has really changed from a repair/hard goods store to more of building a community and having a great experience, because it's a hobby. No one really needs to spend \$15,000 on a sewing machine. Although we love it, it's not needed. People buy them because they're inspired to own an amazing product and make that great creative experience their own."

Jeffery also notes that his beginnings put him in a unique position in the industry.

"I'm the only president of a sewing machine company that actually owned and operated a sewing store. That goes a long way with our retailers. They know I've walked in their shoes, that I know what a retailer needs to support and grow a successful business."

Possibly Jeffery's greatest legacy to Tacony and the sewing industry is the many innovative products, patents, and programs he and his team have brought to the industry – products like Jet Air Threading, No Tension Automatic Thread Delivery, Baby Lock Sashiko, the Baby Lock Embellisher, Stadium Lighting, and longer arm bed machines. He is also responsible for the Crown Jewel – the first home brand to introduce the long arm quilting machine in addition to Designer's Gallery software technologies and multi-needle embroidery.

"One of our latest innovations is the new Baby Lock Jazz. [It's] a great product at a great price with just the right amount of features for the Quilting and Sewing Consumer," he says. "Sometimes it takes years to partner with the right factory to bring the right products to market to fill a need that consumers and dealers may not realize is there."

"A key reason for our success has been a keen vision for future product and programs and our ability to listen to customers and support our retailers," he adds. "What's important is finding out exactly what consumers want and then giving retailers the support and information they need to effectively sell those products to those very same consumers."

“The product line and the support we have in place to make it a great experience for our retailers and consumers is really the foundation of our business,” he says.

Jeffery’s role requires him to travel quite a bit, visiting various international factories multiple times a year. He vividly remembers his first trip overseas:

“[It was] September of 1991. I went to Nagoya, Japan with Ken Tacony and John Maloney. It was an amazing experience. Japan is rich with tradition and culture. There’s a lot of preparing and learning needed in order to earn the respect and the opportunity to continue our relationship and to grow our business with our most important factories.”

Back home, Jeffery has served as a member and advisor on several boards including the International Quilt Market Board, the Sewing Advisory Board, the National Sewing Council, Home Sewing Association, Fontbonne University St. Louis, and *Classic Sewing Magazine*. He says his goals are personal growth, staying in touch with Retailers and Consumers, and furthering the Art of Sewing.

Beyond everything else, Jeffery attributes the bulk of his success to his co-workers.

“Along with my family, I have to give my team most of the credit. They are an amazing group of dedicated and intelligent people that do whatever it takes to take care of our retailers. I feel very fortunate and grateful. They’re all very important to me.”



**FOR THE LOVE OF SEWING**



# It's Your Turn!

Toward the end of 2016, you more than likely received all sorts of requests for your money. There were requests from the usual places like the utility company, the mortgage lender, the health clinic, and let's not forget the credit card company. There were requests for year-end donations from the Heart Association, Lung Association, Kidney Association, Pet Shelter, Homeless Shelter - and in 2016, from political candidates as well. The quest to get your money never ends.

If they don't want your money, they want your time: volunteer at the kid's school, at the church, homeless shelter, and at how many charity events?

Wow. Between people out to get your money and monopolize your time, it never quits! Of course, you could tell them all where to go - OR you can make a few choices.

The utility company, mortgage lender, health clinic, and credit card company need to be on your priority list. But how about the rest? Do the Heart, Lung, and Kidney Associations really need your money? Yes, they do. Does your local homeless shelter need your money? Yes, they do, as do many others.

If you think anything like I do, most 501c charities are there for a reason. There's just so much need all around us. But you only have so much money. You just have to choose where you think your money will do the most good.

Then there's the matter of your time, and again, think about where your time will do the most good. Is it volunteering for a charity fundraising event? Maybe it's putting in some hours at the food bank or homeless shelter. It could be mentoring young people or doing something for the shut-in senior population.

It's NOT watching endless amounts of television. It's NOT playing video games on your computer or phone. It's also NOT going to every ball game. Life needs to have a balance, and spending endless hours on these and similar "NOT productive" activities is NOT the thing to do. We all need to relax, but we shouldn't use all the free time we have relaxing!

So, what does Jim do to give back? For the last year, my wife Cindy and I have been actively involved with getting a free meal started in our area. For now, we're calling it the Community Meal. A revolutionary idea? No. There's actually a local church a few blocks away from the store that serves a meal every Thursday to 400-575 people. Those attending include single

parents/children, senior citizens, the handicapped, homeless people, and in some cases people who are just lonely or without hope.

We are putting together community support to make a free meal happen 7 days a week in a facility dedicated to serving the meal. We have talked to many people including city officials, pastors/church people, the food bank, social services, and lots of potential volunteers who all say, "Bismarck needs this." Cindy and I are working with others to put together sponsors, including our store, to fund this on a daily basis. We will also be serving at the Community Meal once it gets underway.

How does this tie in with our business? In October, we hosted an Anita Goodesign event with 5% of the event sales going to the Community Meal project. Customers seemed to really like the idea that their purchase was helping others. The event generated about \$7,500 for the project.

January marked the 40th Anniversary of J & R Vacuum & Sewing, and this time we pledged 5% of our anniversary promotion sales to the Community Meal. Does the 5% add up as a major expense? You bet it does, but how do you put a dollar amount on the good it will do in our city? Plus, there's the customer goodwill generated in the community not to mention the free media exposure. It's a win for the charity, a win for the store, and a warm feeling in the hearts of our consumers as well as others who see good things happening around them. It doesn't get any better than that.

So, shut off the television and your computer, put that cell phone away, and get busy! There's lots of work that needs to be done. The need is just next door and IT'S YOUR TURN!

**There's plenty of sewing and vacuum dealers working on community projects. If you are one of those special people, please drop me an e-mail or a link to your website or Facebook page. We want to know how you're making this world a better place! With your permission, I would like to share some of your stories in future articles.**

**E-mail your individual or store charitable efforts and ideas to [jimbarnhardt@msn.com](mailto:jimbarnhardt@msn.com)**



Jim Barnhardt,  
J & R Vacuum and Sewing  
VDTA•SDTA Board Member  
.....

# Introducing the Artisan Studio Line from Koala



Artisan

Artisan Slimline



Artisan Quilter



Artisan DesignPro



Artisan StorageCenter



Top-of-the-line machines deserve an equally top-notch studio. That's why Koala's Artisan line is exactly what their owners need.

Every Artisan studio features a large creative space with plenty of room to work and an included XL Lift that eases machines to the right height.

Artisan Studios feature new options that are built to suit a sewing enthusiast's exact needs. They can choose from four closet options that accommodate thread, notions, embroidery arms or hoop storage, creating the most accessible storage configuration possible.

 **Koala**  
studios  
Fine Sewing Furniture Custom Built For You

Contact a Koala Representative at  
800-537-8891 to become a Koala Retailer

# Click Here to Like

*Baby Lock's unique digital strategy engages both customers and retailers*



The retail landscape is changing at a breakneck pace, and business owners need to adapt accordingly in order to survive. With the release of new products, Baby Lock saw an opportunity to create digital efforts that help retailers reach customers in ways no other sewing machine company has.

## DESTINY II LIVE

Years in the making, the Destiny II was a major release for Baby Lock and it deserved a unique debut. A special launch event was held at the Tacony Achievement Center in St. Louis with local retailers and Baby Lock Sewlebrities Nancy Zieman, Pat Sloan, and Sara Gallegos in attendance. The event was also livestreamed for free on Facebook Live. Baby Lock Retailers across the country were encouraged to host watch parties and other in-store events for the launch.

In preparation, Baby Lock held a seminar instructing retailers on how to host an in-store event as well as how to set up Facebook ads, build promotional posts, and use Facebook Live.

## SMALL BUSINESS SATURDAY

The powerful features of the Baby Lock Valiant multi-needle embroidery machine make it an ideal choice for home businesses, which lent to a natural pairing with Small Business Saturday. As a result, Baby Lock hosted a two-part webinar series. Part one took participants step by step through the Valiant's features and highlighted best practices on different projects.

The second webinar focused on starting a successful embroidery business. Attendees were given firsthand knowledge from business owner Nicci Brazzell with tips on customer service, product pricing, custom work, and building the business. The content was designed so that retailers could also use it in their store to better sell the Valiant and improve business.

## LOVE OF SEWING CHALLENGE

Finally, Baby Lock launched the *Sewlebrity Love of Sewing Challenge* on January 2, 2017. The challenge is a 12-week long event where different Sewlebrities including Nancy Zieman, Pat Sloan, and Sara Gallegos create unique projects using only the Destiny II. Visitors were encouraged to follow along with each project and make them on their own.

The *Love of Sewing Challenge* continues the momentum of the Destiny II launch and uses influencers to build engagement and attract customers.

All of these programs were highly promoted and completely free to Baby Lock retailers. Baby Lock is planning on similar events for the future which continue the same level of stellar support.



# Moody Insurance Worldwide, a Leader in Specialized Programs for Trade Groups

**M**oody Insurance Worldwide has been providing insurance solutions for individuals and businesses since their founding in 1914. The company specializes in developing insurance programs for industry groups with specific coverage needs. As one of the largest brokers in the DC Metro Area, Moody is listed in the *Washington Business Journal* Book of Lists "Top 25" and *Insurance Business America* recently named Moody among their "Elite Agencies" countrywide. Moody's programs are designed to provide tailored coverage and preferred group pricing, all underwritten in partnership with the largest, most respected insurers in the U.S. & abroad.



Of their staff, Laura Bianchini Pritchett is excited to work with dealers attending the VDTA•SDTA Trade Show and Convention. Laura Bianchini Pritchett is a Senior Account Executive at Moody Insurance Worldwide and has over 25 years of experience in the insurance industry. Beginning her career as a Personal Lines account manager then moving on to the complex challenges of Commercial Lines account management, Laura was quickly promoted to Account Executive and now holds a senior position in Moody's Business Development Department.

Laura has earned the respected Certified Insurance Service Representative (CISR) and Certified Insurance Counselor (CIC) designations. Laura's expertise is in niche business development for the private sector, and she has been a key player in the success of Moody's specialized insurance program division. Her philosophy is grounded in the knowledge that quality insurance is not a "one-size-fits-all" proposition, and her client-focused approach is to determine the unique needs of each industry group and tailor insurance programs with targeted coverage. Laura's client base encompasses businesses of all types and sizes and extends all across the U.S.

**Be sure to Visit Moody Insurance Worldwide in Booth 939!  
For more information, call 800-966-0001**

## About Your Current Lease?

**I**f your lease expires in 2017, the time to discuss your options is right now! If you are looking to open a new store, expand your current store, relocate your existing store, or re-negotiate your current lease, ESR Commercial is your full-service, cost-free real estate partner.

ESR Commercial is renowned for getting cheap rents, free rents, and buildout for all their clients. As expert negotiators, we can take you through the entire process and make sure your deal is the best deal in the area - and as a VDTA member - all at no cost to you! If your lease is expiring soon, we can help you save money and a headache by leading you through the complete lease process, from finding your location to signing your lease and beyond.

Only those more experienced in the real estate world know the additional factors that can push the deal over the edge into "great deal" territory. These things can include economic factors like the landlord being responsible for part of or the entire A/C unit, little or no personal guaranty, and different allocations of security deposits among hundreds of other options that go into each lease.

We treat each deal differently, but with the same level of knowledge, attention, and precision. Best of all, our service, experience, and expertise come free of charge to all VDTA members. Contact Rich Aries at (818) 802-4730 or richard.aries@esrcommercialrealty.com or Garrett Aries at (818) 519-5040 or garrett.aries@esrcommercialrealty.com to see what we can offer your business.



**ESR Commercial is the VDTA's COST-FREE Real Estate Partner!**

**Stop by our booth at the upcoming Las Vegas VDTA convention for a free consultation!  
Don't forget to attend ESR Commercial's seminar - "Leases and Landlords" - at the show as well!**



# Thank you

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

For a complete list of members visit [www.vdta.com](http://www.vdta.com).

## ASSOCIATE MEMBERS

		MEMBER SINCE
Alutron Modules Ltd	Aurora, Ont, CAN	Sept 1997
Avnan Electro Inc	Oakville, Ont, CAN	Jan 2013
Brother International Corp	Bridgewater, NJ	Jan 1994
CWP Technologies	Cleveland, OH	Jan 1987
Electrolux Small Business Group	Charlotte, NC	Apr 1987
Electrolux Canada	Mississauga, Ontario	Apr 1987
Jinhua Chunguang Technology Co Ltd	Jinhua, Zhejiang	Jan 2016

## INDEPENDENT DEALER MEMBERS

		MEMBER SINCE
A Sweeper Store	Lansing, MI	Jan 2015
A Sweeper Store #2	Okemous, MI	Jan 2015
AAA Central Vacuums	Sacramento, CA	Jan 2003
AAA Vacuum Cleaner Co	Dallas, TX	Jan 1986
ABC Vacuum Sales & Service	Austin, TX	Jan 2000
Above & Beyond Creative Sewing	Congers, NY	Jan 2013
ABS Sewing Inc	Vacaville, CA	Dec 2003
Ace Vacuums Inc	Bellflower, CA	Jan 2015
All-In-One Vacuum	Fairfield, CA	Feb 2006
American Sew & Vac	Mobile, AL	Jan 2004
Arvin's Home Systems Inc	Manteca, CA	Jan 1999
Authorized Vac & Sew	Fresno, CA	Jul 2009
B & J Sewing Center	Faribault, MN	Jan 2015
Bernina Sewing Center	Pahrump, NV	Jan 2003
Best Built In Limited	Vancouver, B C, CAN	Dec 2016
Better Home	Kendall Park, NJ	Dec 2016
Bismarck Sewing & Quilting	Bismarck, ND	Jan 2012
Blue Ribbon Sew & Vac	Fairbanks, AK	Mar 2010
Cathey's Sewing & Vacuum Inc	Tucson, AZ	Jan 1997
Clean Sweep Vacuum Center	Dickinson, ND	Jan 2013
Continental Sew & Repair Ctr	Lexington, KY	Jan 2013
Cornerstone Sew & Vac Inc	Douglasville, GA	Jan 1987
Cornman's Sweeperland	Hermitage, PA	Jan 1997
Creative Sewing and Vacuum Ctr	Charlotte, NC	Sept 1999
Creative Sewing Center	Golden Valley, MN	Dec 2016
Doreen's Sewing & Vacuum Ctr	Mishawaka, IN	Jan 2002

El Cajon Sew & Vac	El Cajon, CA	Jul 2009
Erv's Vacuum Sales & Service	Olathe, KS	Nov 1989
Faribault Vacuum and Sewing Ctr	Faribault, MN	Dec 2003
Fenton Sew & Vac	Fenton, MO	Dec 2001
Foothill Vacuum & Janitorial	Upland, CA	Jun 2014
Frye's Sweeper & Sewing Center	Altoona, PA	Jan 1999
Gary's Sewing Center	Pocatello, ID	Dec 2016
Glastonbury Vacuum	East Hartford, CT	Feb 2015
Goodvac.com	Palos Park, IL	Jan 2007
Heirloom Creations	Sioux Falls, SD	Jan 2013
Hi Fashion Sewing Machines	Grand Junction, CO	Jan 2016
Hillsboro Vac & Sew	Hillsboro, OR	Jan 2014
House of Sewing & Vacuum	Vancouver, WA	Jan 2013
Issaquah Sewing & Vacuum	Issaquah, WA	Jan 1998
Jeff's Vacuum Center	Watertown, SD	Jan 2013
Jerry's Vacuum Center	Mandan, ND	Jan 2015
Joe's Sew & Vac	Oakhurst, CA	Sept 1986
Ladybug Hill Quilts	Colorado Springs, CO	Dec 2012
Linda Z's Sewing Center	Arlington Heights, IL	Jan 1999
Lone Star Vacuum	Hurst, TX	Oct 1984
Main Corp dba Country Traditions	Fremont, NE	Dec 2015
Marion's Sew & Vac	Bellingham, MA	Sept 1996
Mars Discount Vacuums	Missouri City, TX	Jan 2002
Nana's Quilt Shop	Brooksville, FL	Jan 2012
Newtown Sew & Vac	Newtown, PA	Dec 2016
North County Vacuum	Escondido, CA	Jan 2002
Nuttall Inc	Salt Lake City, UT	Jan 1999
Oreck Floor Care Center	Johnson City, TN	Dec 2016
PacVac Pty Ltd	West Australia, AU	Dec 2016
Phil's Electric Vacuum Center	San Francisco, CA	Jan 2000
Phil's Sewing Machines Inc	Washington, MO	Jan 1997
Powell Vacuum & Allergy Center	San Antonio, TX	Dec 2000
Quality Vac	Landsdowne, PA	Jan 2001
Quantum Concepts Inc	Farmersville, IL	Jan 2016
Queen Vacuum & Sewing Mach Co	Red Bank, NJ	Aug 1988
Quilting at the Beach	Greensboro, NC	Dec 2013

Quilting Connection	Ames, IA	Jan 2014	The Fig Leaf	Fort Collins, CO	Jan 2013
Red Vacuums	Vienna, VA	Jan 2015	The Presser Foot	Longmont, CO	Jan 2013
Redlands Sewing Center	Redlands, CA	Feb 1998	The Sewing & Vacuum Center	Bowling Green, KY	Jan 2011
Ridley's Vacuum & Janitorial Sply	Houston, TX	Mar 1982	The Stitching Post Inc	Oklahoma City, OK	Mar 2010
Riehl Sew-N-Vac Inc	Anchorage, AK	Sept 1984	The Vac Shak Inc	Lewiston, ME	Nov 1987
Sanford Sewing Machines	Sanford, ME	Jan 2005	The Vacuum Company	Lincoln, NE	Jan 2012
Schiller's	Willimantic, CT	May 2015	The Vacuum Store	Frederick, MD	Jan 2003
Select Sewing Service Inc	Indianapolis, IN	Sept 1999	Threaded Needle	Tullahoma, TN	Sept 1999
Sew Hut	San Diego, CA	Dec 2015	Times Square Sewing Complex	Jacksonville, IL	Dec 2015
Sew Magarbo	Ashburn, VA	Dec 2015	Vacumart DbA Valley Vacuum	Burlington, WA	Jan 2016
Sew Many Things	Woodland, CA	Jan 2011	Vacuum Center - Triad Inc	Greensboro, NC	Jan 1997
Sew-Creative Sewing & Vacuum	Wenatchee, WA	Sept 1986	Vacuum Villa LLC	Ogden, UT	Feb 2014
Sewing & Vacuum Warehouse	Houston, TX	Jan 2007	Vacuums & More	Quakertown, PA	Jan 2016
Sewing Concepts	Carpentersville, IL	Jan 2015	Westphal Distributing Co	Salem, OR	Jan 2007
Sewing Machine Warehouse	North Hills, CA	Jan 1999			
Sewing World	Amarillo, TX	Jan 1999			
Singer of Corpus Christi	Corpus Christi, TX	Feb 2012			
Sneed's Vacuum & Sewing Ctr	Charleston, WV	Jun 1989			
South Beach Hardgoods Co	Miami Beach, FL	Jan 2011			
Staples Sew & Vac	Wisconsin Rapids, WI	Jan 1995			
Summit Sales Group	Worcester, PA	Jan 2003			
T & H Sweeper	Muncie, IN	Nov 1995			
Tension Relief Sewing	Modesto, CA	Jan 2016			
The Cleaning Supplier	West Jordan, UT	Jan 1999			



**Arrow**  
SEWING CABINETS

**Arrow Chairs store your fat quarters while cushioning your hindquarters!**

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[www.arrowcabinets.com](http://www.arrowcabinets.com)

Facebook, Twitter, Pinterest, YouTube icons

# Jaftex Corp Companies to attend their first VDTA Show

Jaftex Corporation is an 87-year-old, 4th generation, family-owned business based out of New York City. Jaftex has several well-known fabric brands under its umbrella which include: A.E. Nathan Co., Inc., Henry Glass Fabrics, Studioe Fabrics, The Blank Quilting Corp., and Fabric Editions.

The companies predominantly offer coordinated 100% cotton quilting groups that are both licensed and unlicensed. Some of the key licensed designers include: Kim Diehl, Shelly Comisky, The Whole Country Caboodle, Jan Shade Beach, Tana Mueller, Pepper Cory, Dt-k Signature, and Sandra Magsamen. In addition to the 100% cotton quilting groups, the companies offer 100% cotton flannel groups, double gauze, yarn dyed flannels, and 108" wide quilt backing in prints, solids, and flannel too. In an effort to grow and diversify, the companies have started to sell tea towels, which lend themselves to embroidery, as well as precut fabrics such as fat quarters, jelly rolls, charms, and squares.

**For more information,  
visit Jaftex websites:**

[www.henryglassfabrics.net](http://www.henryglassfabrics.net)  
[www.studioefabrics.net](http://www.studioefabrics.net)  
[www.blankquilting.net](http://www.blankquilting.net)  
[www.aenathan.net](http://www.aenathan.net)  
[www.fabriceditions.com](http://www.fabriceditions.com)

More recently, Jaftex has formed a partnership with Air-lite Manufacturing out of Pontiac Michigan. Air-lite specializes in batting, foam, and similar products. Of note is the embroidery batting gaining much recognition and fanfare in the industry. Another new partner is Stof Fabrics out of Denmark. Stof offers distinctly different and fresh quilt groups with a European flare.

We are proud to be attending our first VDTA Show. The show will be attended by one of the owners, Greg Fortunoff, and by Cliff Garfinkel, sales manager. Greg and Cliff look forward to welcoming you at **BOOTH 855** with the opportunity to demonstrate how fabrics can be a great complement to your sew and vac offerings.



## 2017 New Product Showcase

*Check out nearly 50 New Products from these companies  
at the 2017 VDTA•SDTA Convention*

ELNA

Clover Needlecraft

Daylight Company

Sulky of America

BERNINA

Shannon Fabrics

TADgreen

FlexiFelt

OESD

Hizero Technologies

Albatross USA Inc

Euro-Notions

SEBO

Dyson

Janome America

Loralie Designs

M D Manufacturing

American & Efirid

Fresh Wave

Grace Frame

Trovac Industries Ltd -  
Cyclovac

Desco Vacuum Supply

Brother International

USAUS / Bloc Loc



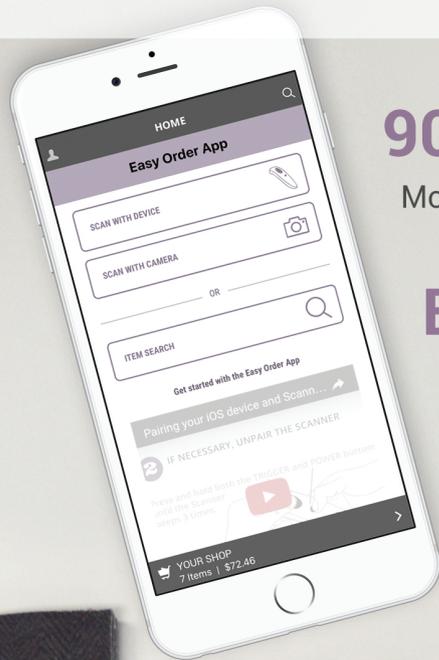
booth  
**942**

A sewing experience since 1921

As a sewing & fabric distributor for nearly a century, EE Schenck Co. has become the industry's one-stop-shop for fabric and sewing supplies. Throughout its long history, "Schenck" has seen many trends come and go, yet they continue to grow, adapting to change and remaining at the forefront of the sewing industry.

Today, with the resurgence of home & DIY sewing around the world, EE Schenck Co. is prepared to service all your customers' sewing needs, whatever their creative interest.

VDTA/SDTA dealers are an important part of this exciting creative revival. That's why EE Schenck Co. exhibits at the VDTA Convention; to create lasting partnerships and demonstrate how value-added programs and a vast selection of products can help members capitalize on the home sewing movement. Team up with Schenck for success in 2017!



## 90 Day Terms & Free Shipping

Most notions, books and patterns ship free with extended dating.

## Easy Order App

Coveniently shop, scan & reorder any time from your iOS device.

## Committed Customer Care

Rely on Schenck's knowledgeable service team, the friendliest in the industry!

## Precuts, Kits & Pods

Proprietary to EE Schenck Co., Maywood Studio quality fabrics are easy to sell in a wide variety of precut fabric packs and ready-to-sew kits including Pods, fast and fun projects for every skill level!

MAYWOOD  STUDIO



# SINGER® Sewing Company Leads Industry with New Comprehensive Customer Service Solutions

*SINGER® announces extended customer service hours with one-on-one Sewing Assistants and video chat technology, enhanced mobile app, and step-by-step Owner's Class videos*

SINGER®, the world's leading sewing machine brand for 165 years, has redoubled its commitment to superior customer support and service by offering an array of tech-savvy solutions that significantly improve customers' capacity to learn about their machines, embark on projects, and solve problems even when their retailer isn't available to lend a hand.

## THROUGHOUT 2016, SINGER®:

- Rolled out extended one-on-one customer service hours – the most offered by any sewing machine manufacturer – to incorporate 11 more hours of service per week, amplified by a team of Sewing Assistants specially trained on innovative video chat technology
- Enhanced its easy-to-access mobile app to include more machines, languages, and FAQ's.
- Developed step-by-step Owner's Class videos that showcase key features and settings on select machines, ensuring the best possible out-of-the-box experience.

"Today's sewists have a right to expect instant access to information about their machines, and we believe it's our responsibility to provide that access," said Ann Bragg, Vice President of North American Mass Sales for SINGER®. "We have a legacy of exceptional customer service down through the generations, and in this era that means bringing the latest technologies to bear for the benefit of our retailers and customers. We know that when our customers are able to maximize their creativity because they fully understand their machine, SINGER® retailers enjoy brand-loyal customers and increased sales."

## PERSONALIZED ANSWERS FROM SINGER® SEWING ASSISTANTS

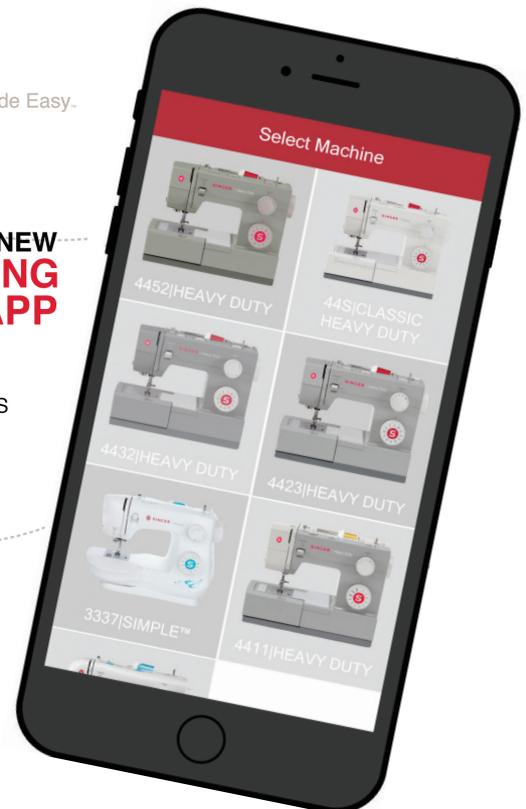
SINGER® Sewing Company's extended customer service hours, the most offered in the industry, mean that the company's team of experts and educators – also known as SINGER® Sewing Assistants – are available when the vast majority of sewists are busy at their machines. SINGER® Sewing Assistants not only are passionate about sewing and embroidery, they are specially trained to use GoToAssist's "Seeit" technology to walk customers through a myriad of questions and concerns – from finding the right machine to working through a complex project to winding a bobbin.

Here's how it works: People asking for help just need the easily-accessible "GoToAssist Seeit app" (available for free download on any mobile device), and SINGER® Sewing Assistants connect directly with sewists via video chat. Similar to FaceTime, this feature allows sewists to show customer service representatives exactly where the problem is, and the two walk through a resolution together.

 **SINGER** | Sewing Made Easy.

## INTRODUCING THE NEW SINGER® SEWING ASSISTANT APP

- WATCH TUTORIALS
- ANSWERS TO FAQ'S
- LEARN NEW TECHNIQUES



“Video technology has helped SINGER® Sewing Assistants be even more efficient and effective,” said Kathy Soja, Director of North and South America Customer Service for SINGER®. “For example, if your machine isn’t working for a specific project, you can simply hold up your phone and show your Sewing Assistant the issue. It’s like having a sewing expert in your home sewing space.”

SINGER® Sewing Assistants offer personalized customer service for 11 more hours every week. Hours are Monday – Friday from 8 AM - 8 PM CST, and Saturday from 8 AM to 2 PM CST. Sewists can reach SINGER® Sewing Assistants by phone (1-800-4-SINGER), email (talktous@SINGERco.com), and even on SINGER® social media channels (Facebook and Twitter). Customer support is available in both English and Spanish.

## MOBILE APP HIGHLIGHTS MACHINE FEATURES AND FREQUENTLY ASKED QUESTIONS

The SINGER® Sewing Assistant App (available for free download on iOS and Android mobile devices), the most advanced in the industry, is ideal for the many sewists, especially young DIYers/SIYers, who are familiar with mobile apps and want sewing tips at their fingertips. Available in eight different languages including English, French, Spanish, German, Italian, Swedish, Czech and Turkish, the SINGER® Sewing Assistant App highlights key features of numerous machines; advises sewists on how to set their machine based on the selected fabric type and sewing technique; and answers Frequently Asked Questions for beginners.



“More than 10,000 people have downloaded the SINGER® Sewing Assistant App since it launched last summer,” said Becky Hanson, Director, Education for SINGER®. “SINGER® sewists now have a portable guide to their machine anywhere they go. As we look to the future, we are eager to add more machine models to the App’s lineup and will continue seeking new ways to engage with the new generation of sewists.”

## ONLINE SEWING SOLUTIONS, 24/7

Recent research conducted by SINGER® found that a majority of sewists prefer learning how to use their machine from a person rather than reading a manual. As more sewists turn to the Internet and electronic devices to answer machine-related questions, SINGER® searched for a solution that was as close to human interaction as possible: machine-specific Owner’s Class videos. SINGER® Owner’s Class videos, available for the brand’s most popular and newer model machines, detail how to use every machine feature in easy, step-by-step instructional videos. The videos are free to watch and are easily accessible on the SINGER® Sewing Company YouTube channel. Simply search for your machine name and “Owner’s Class” to see if your SINGER® machine has a video.

**// Today’s sewists have a right to expect instant access to information about their machines, and we believe it’s our responsibility to provide that access. //**

“SINGER® is the brand that taught the world to sew,” said Soja. “Our Owner’s Class videos continue the tradition. They are as close to having a one-on-one instructor as you can get – and available to customers any time the mood to create strikes.”

## BECOME A SINGER® DEALER

For more than 165 years, SINGER® has been committed to making sewing easy. To fulfill this mission, the brand is pairing its machine expertise along with innovative customer service support to better match the active lifestyles and creative ambitions of today’s sewists.

**To discover how you can become part of the SVP Worldwide family as a SINGER® dealer, call 800-645-6755 today.**



**SINGER®**



# Join VDTA • SDTA Today

## As a new member you'll receive:

- Monthly trade magazines with industry news, tips, and **new ideas**  
*SQE Professional™* and *Floorcare & Central Vac Professional™*
- **Reduced registration to the VDTA • SDTA International Trade Show**
- Promotional programs that bring customers through your doors  
*Sewing Month* and *Spring Cleaning Month*
- Complimentary marketing postcards – 100 pieces of your choice
- VDTA/Bernie Epstein College Scholarship  
Two annual recipients; up to \$10,000 each
- Opportunity to become *Dealer of the Year*
- Dealer locator on [VDTA.com](http://VDTA.com) – make it easy for customers to find your store
- Tutorials from VDTA staff on social media and communication technology
- Unity – you are stronger together as an industry
- **NEW** – Check out the new Association insurance plans through  
AHP – Association Health Programs.

**Stand out in your community as a professional when you are a member of an international trade association.**

Join today! Apply online at [www.vdta.com](http://www.vdta.com), call us at **800-367-5651**,  
or fill out membership application and fax to 515-282-4483  
or mail to: **VDTA • SDTA, 2724 2nd Ave, Des Moines, IA 50313.**

***With your success comes our success!***

# Helping connect you with **SUCCESS!**



Las Vegas  
Convention  
Center, South  
Hall 3

## **VDTA•SDTA 2017 Trade Show and Convention**

**Exhibitors with  
new products,  
demos, and  
marketing support**

**Seminars,  
roundtables,  
and continuing  
education in the  
industry**

**Awards  
Ceremony  
& Cocktail  
Reception**

**And more...turn the  
page to find out  
everything we have  
to offer!**



# VDTA•SDTA TRADE SHOW

The International Marketplace for the Floorcare & Sewing Industries

**February 12-14, 2017**

**Las Vegas Convention Center, South Hall 3 • Exhibits Open Feb. 12 • Specialty classes begin Feb. 10**

## Everything Has Changed

9 – 11 AM Mon. Feb. 13

This “must attend” seminar and open forum will discuss and present answers directed at the core of our changing world. With a noted panel of your peers who will compress a wealth of information into 2 of the most important hours at this year’s convention, topics include:

- Flooring – What our customers’ floors are really made of and how to capitalize on it
- Consumer buying habits
- Store presentation to attract all demographics
- What to do “about” or “with” the Internet & **MORE**

## 7th Annual Vacuum Dealers Town Hall Meeting

11 AM Sun. Feb. 12

Discuss the best practices and current vacuum trends with industry leading experts. Hosted by Blaine Austin, CEO of AILBRANDS.com

## COSPLAY: The MEGA Sewing Market You’re Missing

10:15 AM Mon. Feb. 13



Young people are sewing, and we know where! Learn what the Cosplay movement is, how to make your store attractive to Cosplayers, and what products appeal to them. In particular, learn how to talk to

this group of shoppers to earn your store mega profit. Our panel has the pop culture and child/teen sewing expertise to help you bring in the younger demographic.

## Sewing Machine & Serger Repair

Feb. 10-11: Sewing Machine Repair Bootcamp

Feb. 12-13: Serger Repair Bootcamp

Norm Himebaugh instructs two intensive classes. Sewing Machine Repair Bootcamp is a two-day workshop teaching you how to properly repair a sewing machine. Limit of 20, \$350/person. Serger Bootcamp is a class for you if you struggle to make a serger sew properly or never had training on one. Limit of 18, \$350/person.

## Keynote

Sun. Feb. 12 at 9 AM

### “You Can Compete”

By **Bob Phibbs**,  
*The Retail Doctor®*



## PowerHouse Roundtable By Dealers For Dealers

Sat. Feb. 11 1:30 - 4:30 PM

The panel for the 2017 Powerhouse Dealer Roundtable Open Discussion is of varied age and years of experience in an effort to provide multiple perspectives on the subjects or topics. Moderated by Paul LaPonte.



## Awards Presentation, Cocktail Reception

Sat. Feb. 11 6:30 PM, Westgate Ballroom B

Sponsored by:



## Dealer Appreciation Social Event

Mon. Feb. 13 3:30 - 5 PM

Join your friends in the Exhibit Hall for food, drinks & prizes.

## Back by Popular Demand



Saturday, Feb. 11

at Cocktail Reception, following VDTA•SDTA Awards Presentation

Westgate Resort

**Sponsored by Tacony**

# VDTA•SDTA 2017 Convention Registration

2724 2nd Ave., Des Moines, IA 50313 • 800-367-5651 • Fax: 515-282-4483 • mail@vdt.com

Visit [www.vdt.com](http://www.vdt.com) for complete schedule and updates.

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Is this your first convention?  Yes  No      What hotel are you using? \_\_\_\_\_

**Yes, I want to become a member today and pay \$130, which waives my convention registration fee.**

## Pre-register for classes & special events.

*This is a partial list.*

### FRIDAY, FEB. 10; SPECIALTY CLASSES - PRE-SHOW

- Floriani Software Training for Floriani Dealers Only  
Runs Feb. 10-14. **To register call 865-549-5115.**
- 8 am - 4 pm, Sewing Machine Repair 101. Part 1 of 2.  
With Norm Himebaugh. Limit 20. **Fee \$350 each for 2-day class.**
- 5 pm - 8 pm, Annual Floriani Dealer "PARTY." Open to Floriani  
Dealers & Staff Only. **Must register - call 865-549-5115.**

### SATURDAY, FEB. 11; SPECIALTY CLASSES - PRE-SHOW

- Floriani Software Training for Floriani Dealers Only  
Runs Feb. 10-14. **To register call 865-549-5115.**
- 8 am - 2 pm, Sewing Machine Repair 101. Part 2 of 2.  
With Norm Himebaugh. Must take Part 1. Limit 20.
- 9 am - 1 pm, See the Light: Guiding You to Achievable Ideas.  
With Howard Anderson. **Fee \$100.**
- 1:30 pm - 4:30 pm, PowerHouse Roundtable by Dealers for Dealers.
- 6:30 pm, VDTA Awards Presentation & Industry Cocktail Reception  
held at the Westgate Resort, Ballroom B. **Everyone welcome.**

### SUNDAY, FEB. 12

- 7:30 am - 8:30 am, Rise & Shine with DIME breakfast/class.  
**To pre-register call Wayne Walker - 918-456-1973.**
- 9 am - 10:15 am, KEYNOTE, Bob Phibbs: *The Retail Doctor*®
- 10:15 am - 11 am, DIME Prime! New product reveal.  
**To pre-register call Wayne Walker - 918-456-1973.**
- 10:15 am - 11 am, Leases and Landlords by ESR Commercial.
- 11 am - 1 pm, Vacuum Dealers Town Hall Meeting.
- 10:30 am - 5:30 pm, Serger Repair Boot Camp. Part 1 of 2.  
With Norm Himebaugh. Limit 18. **Fee \$350 each for 2-day class.**
- 5:30 pm - 7:30 pm, The Sewing Industry's Executive Forum.

### MONDAY, FEB. 13

- 8 am - 10 am, Jenny Haskins Party for Floriani Dealers.  
**To register call 865-549-5115**
- 8 am - 4 pm, Serger Repair Boot Camp. Part 2 of 2.  
With Norm Himebaugh. Must take Part 1. Limit 18.
- 5:30 pm, VDTA / Epstein Charity Fun Night.  
**Fee \$100 to play (tax deductible) Spectators Watch for FREE.**

#### CLASSIFICATION

- Independent Dealer
- Fabric or Quilt Shop
- Manufacturer
- Distributor
- Educator
- Manufacturer Rep.

#### MEMBER STATUS

- Independent Dealer
- Associate Member
- SEA Member
- Non-Member

#### PRODUCTS SOLD

- Vacuum - Domestic
- Vacuum - Commercial
- Central Vacuum
- Janitorial Supplies
- Air Purifiers
- Rental Equipment
- Small Appliances
- Sewing - Domestic
- Sewing - Commercial
- Sewing - Notions
- Quilting Equipment
- Fabric

#### TRADE SHOW & CONVENTION

Las Vegas Convention Center,  
**Hall S3**  
3150 Paradise Rd.

#### EXHIBIT HOURS

**Feb 12** - 11 am - 5 pm  
**Feb 13** - 11 am - 5 pm  
**Feb 14** - 9 am - Noon

**HOTEL:** Westgate Resort, Las Vegas  
**PHONE:** 888-732-7117

Visit [vdt.com](http://vdt.com) for website link to  
hotel. Rates based on availability.  
Check hotel cancellation policy.

#### LASXPRESS AIRPORT SERVICES:

Visit: [www.lasxpress5.com](http://www.lasxpress5.com)

#### CONVENTION FEES

*Fee for each Additional Person	Convention fee	\$ _____
<b>Independent Dealer</b>	Class fees	\$ _____
Member: \$30/*\$20	Membership fee	\$ _____
Non-Member: \$175/*\$30	Charity night	\$ _____
<b>Manufacturer / Distributor</b>	Total due	\$ _____
Assoc. Member: \$750/*\$250		
Non-Member: \$1200		

#### PAYMENT METHOD Check enclosed (Payable to: VDTA•SDTA)

I authorize a charge of \$ \_\_\_\_\_  Visa or  MC

CC# \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CCV #: \_\_\_\_\_

Name as appears on card: \_\_\_\_\_

Signature: \_\_\_\_\_



# CONVENTION CONNECTION



Travel along the Strip and to the Las Vegas Convention Center without waiting in traffic or piling on buses.

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PURCHASE DISCOUNTED MONORAIL TICKETS NOW:  
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# NO SEWING RETAILER CAN AFFORD TO MISS

February 12<sup>th</sup> 2017 • 5:30pm – 7:30pm

at the VDTA/SDTA Convention & Show in Las Vegas, NV

# THE SEWING INDUSTRY'S EXECUTIVE FORUM

ONLY the VDTA/SDTA brings together this Group of Industry Leaders in One Panel solely for the Betterment of the Industry

This is **YOUR** Chance to hear directly from, and ask questions of those largely responsible for shaping the future of **YOUR** Industry!



**STEVE JEFFERY**

Sr. Vice President,  
Tacony Corporation  
President Baby Lock USA



**DAVE MANIERKA**

President of Janome Canada,  
Executive Vice President  
Janome America



**DEAN SHULMAN**

Sr. Vice President, Brother  
International Corporation



**PAUL ASHWORTH**

President,  
Bernina USA



**RICKY BROOKS**

Founder & General Manager,  
RNK Distributing



**BILL BOYCE**

SVP Worldwide Vice  
President, North America  
Dealer Business

## TOPICS TO BE DISCUSSED

• Five Simple Tips for Making Any Business Relevant in Any Market!

• Selling the Line, not just One End of it!

• Reaching a Generation of Consumers who have no Idea we Exist!



MODERATED BY:

**DONNY CATHEY**, Owner  
Cathey's Sewing & Vacuum

• Tips that Will Help You Evaluate the Actual Potential of YOUR Market!

• Trends in Sewing, Demographics of Who is Sewing What!

• It's Easier to Give Birth than to Raise the Dead!

[www.vdta.com](http://www.vdta.com)



# Seminars at VDTA•SDTA 2017



= private training



= pre-registration required



= attendance limited

## FRIDAY, FEBRUARY 10

8 AM - 4 PM

S225



### Sewing Machine Repair Bootcamp - Part 1

Instructor: Norm Himebaugh  
Himebaugh Sewing & Vacuum Center

Limit: 20

Cost: \$350 (for 2-day class)

This two-day class includes 14 hours of instruction. Attendees will learn how to properly repair a machine from the beginning. You will learn where to start, covering every setting and demystifying thread tensions. You will also learn why, if you don't start at the first setting, your machine won't sew perfectly. Option to purchase Norm's Repair DVD for \$99 special.

9 AM - NOON

S226 & 227



### Brother Intl. National Service Class

By Invitation Only.

9 AM - NOON

S231



### Hands-on Software Class: FTC-U!

Instructors: Kathi Quinn, Cookie Gaynor & DJ Anderson of RNK Distributing.

Limit: Floriani dealers & staff only.

**Part 1: What's New About FTC-U!, inspired by DJ Anderson.** Bring your computer (with FTC-U loaded) for a thorough examination of FTC-U's new features.

**Part 2: Selling FTC-U - Using What's New!** Now that we've shown you all the new features and benefits added to FTC-U, you'll learn how to sell these amazing FREE updates to brand new potential buyers.

**Part 3: Myfloriani.Club.** Join our instructors as they show you HOW TO SELL the FTC-U by promoting its least-used feature! Myfloriani.Club may be the most powerful feature of Floraini Total Control-U that is never mentioned. Many Floriani software owners don't know about it and very few Floriani software dealers have logged in over the last 12 months. Lunch provided for those remaining for 12:30 class.

12:30 PM - 2:30 PM

S231



### Hands-on Software Class: Teaching What's New in FTC-U

Instructor: Trevor Conquergood, RNK Distributing

Come see Trevor Conquergood and learn how he will be teaching these new and exciting features in his next DVD before it's available. Floriani dealers & staff only.

1 PM - 2:30 PM

S229



### Brother Intl. BES4 Class

By Invitation Only.

2:45 PM - 3:45 PM

S231



### My Design Album, Inspired By DJ Anderson

Instructor: Darlene Pollard, RNK Distributing

Join Darlene Pollard as she shows you the most powerful - and least expensive - Floirani software ever introduced! Floriani Image Maker, MDA, and FTC all-in-one. If you are not selling it, you are NOT showing it! Darlene has sold more of this amazing software than any other Floriani educator and you will see why. Floriani dealers & staff only.

3 PM - 4:30 PM

S229



### Brother Intl. BES4 Class

By Invitation Only.

4 PM - 5 PM

S231



### Selling Floriani Stabilizers with Save 2 Sew

Instructor: Darlene Pollard, RNK Distributing

Join Darlene for this continuation of money-making tips that will keep your customers happy with their machines while putting a lot of extra money in your register. Floriani dealers & staff only.

5 PM - 6 PM

S231



### New Floriani Dealer Cocktail Reception and Product Demo

Open bar and light snacks will be served. Floriani dealers only; by invitation only.

6 PM - 8 PM

S231



### Annual Floriani Dealer Meeting

Open bar and hot hors d'oeuvres will be served beginning at 6PM and the presentation will begin as soon as everyone has food and is seated. Floriani dealers only; by invitation only.

*Any dealer or dealer staff attending all Floriani Software classes on Feb. 10 will receive a Free Floriani Total Control-U... & that's not all! Call 865-549-5115 to reserve your seat. All you have to say is, "I'm coming to the party!"*

## SATURDAY, FEBRUARY 11

8 AM - 2 PM

S225



### Sewing Machine Repair Bootcamp - Part 2

Instructor: Norm Himebaugh  
Himebaugh Sewing & Vacuum Center  
Limit: 20  
Cost: \$350 (for 2-day class)

Must take Part 1 to attend second day of class.  
See description on page 30.

9 AM - 10:30 AM

S231



### My Total Quilter: MDQ2, Quilter Builder, and Appli-Quilt

Instructor: Cookie Gaynor, RNK Distributing

RNK's Cookie Gaynor has used, taught, and SOLD almost every software used in our industry. Her amazing understanding of software and her laid-back, simple explanation of how it works and why has made her a favorite on the education circuit. Floriani dealers will love this class introducing them to all the new and exciting features of My Total Quilter, and you will leave VDTA with another Super Money-Making Product to show quilters of every level. Floriani dealers & staff only.

9 AM - 1 PM

S232



### See the Light: Guiding You to Achievable Ideas

Instructor: Howard Anderson, Stony Brook Sew & Vac  
Cost: \$100.

Isn't it a great feeling when something just clicks in your brain? The lightbulb goes on, the wheels start turning, and everything becomes clear. You are excited! All you needed was a clear explanation and direction to put you on the right track. That is what this seminar is all about: guiding you to find the ideas and systems that you can take home and implement. It will help you to enjoy the benefits of owning your own business while making more money. This seminar is for business owners and serious managers only who want to learn ways to grow their business. The \$100 fee includes PowerPoint and all handouts. Plus Howard will be sharing the top 5 things he has learned from his 30+ years in the sew & vac business. To pre-register call 800-367-5651.

9:30 AM - 11 AM

S229



### New Toolbox Software from BERNINA

Limit: 30

BERNINA will introduce a new modular software at VDTA. Dealers are invited to attend this training to learn the very easy-to-use editing & lettering software targeting the new or occasional embroiderer. BERNINA software is modular so customers can buy the modules that meet their embroidery needs. BERNINA toolbox is compatible with Windows and Mac computer software. BERNINA dealers only.

11:30 AM - 1 PM

S229

### Grace Frame: Introducing New Products

10:45 AM - NOON

S231

### Making Die-Hard Quilters Into Customers!

Instructor: Cookie Gaynor, RNK Distributing

If quilting is the largest segment of the home-sewing industry, every sewing retailer must be striving to expand their customer base. Attracting quilters must begin with giving them a reason to visit your store. Join Cookie Gaynor for this hands-on experience that will give you a totally new perspective about quilters and their buying habits, which has launched Alex Anderson's new Quilter's Select™ product line into high demand among quilters all over the nation.

11 AM - 12:30 PM

S229



### Brother Intl. Dealer Meeting

By Invitation Only.

1:30 PM - 4:30 PM

S233

See  
ad, pg  
39

### Powerhouse Roundtable by Dealers for Dealers

This year's Powerhouse program features new panelists discussing the road to success as an independent retailer in the floorcare and/or sewing industries.

**Karen Reese** - Galesburg Sewing, Galesburg, IL  
**Brian Strauss** - Ryan's Sew & Vac, Albuquerque, NM  
**Brian Ladson** - Country Stitches, East Lansing, MI  
**Ron Goldkorn** - Sew Much More Austin, Austin, TX  
**Dave LaValley** - Bittersweet Fabrics, Boscawen, NH  
**Cathy Daum** - Quilt Beginnings, Dublin, OH

*Moderated by Paul LaPonte, Quality Sewing & Vacuum*

3:30 PM - 5:30 PM

S230



### AccuQuilt Private Dealer Meeting

4:15 PM - 5:45 PM

S231

### Hands-on Software Class: Craft N Cut

Instructor: Hope Yoder (Assisted by DJ Anderson), an RNK Distributing seminar

Experience THE product that helped dealers sell over \$500,000 in digital cutters & over \$1 million in related products last year! Reach a segment of your market that doesn't sew, quilt, or embroider with our Select Craft N Cut Software, plus add another profit center to your business. If you've been looking for the perfect software match for the Scan N Cut or another cutter, IT'S HERE! Appliqué is one of the hottest trends today and those involved don't even realize the association with sewing. This software will help you connect the dots for this new group of potential machine buyers. We will create a design & cut it in this class to make sure you fully understand how it works.

6:30 PM

VDTA • SDTA Awards Presentation  
and Cocktail Reception

**FEB. 11 cont.**

**6:30 PM**

**Westgate Resort, Ballroom B**

### **VDTA•SDTA Awards Presentation and Cocktail Reception**

Everyone welcome!

Join us for a fantastic night honoring our industry's outstanding professionals, including Hall of Fame inductees, 20 & 30 year members, VDTA/Epstein Scholarship winners, Dealer of the Year, and more. Afterwards, food and beverage are served as *The Nostalgics* band plays into the night.

## **SUNDAY, FEBRUARY 12**

**7:30 AM - 8:30 AM**

**S232**



See ad, pg 41

### **Rise and Shine with DIME**

Instructors: Eileen Roche, Wayne Walker, and the DIME inspiration team.

Dealers will learn about the vast and varied money-making programs available to them and see how easy it is to increase their foot traffic and revenue with any or all of DIME's offerings. DIME's programs bring money into your store no matter which machine brand you sell. To pre-register call Wayne Walker at 918-456-1973.

**8 AM - 8:45 AM**

**S230**

### **The Power of Facebook Marketing**

Instructor: Chad Brownfield, Vacuum Cleaner Market Inc

An online marketer himself, Chad will shed insight and knowledge into different online advertising platforms (Google, Facebook, YouTube, etc), and the pros/cons of each. He will show you where to invest your time and money in online advertising, and what is NOT effective. The audience will also be led through Facebook's online advertising platform and see why it can be extremely effective, user-friendly, and great for businesses looking to reach their customer pool without investing in a marketing team. This seminar is ideal for retailers with ALL levels of online advertising and social media experience. Chad will answer questions during and after this seminar.

**9 AM - 10:15 AM**

**KEYNOTE ADDRESS**

See ad

### **You Can Compete!**

Speaker: Bob Phibbs, *The Retail Doctor*®

Looking to attract more customers? What if you could get more from those you already have coming in the doors? What if your mindset could always be positive? In this presentation, you'll discover how to engage your customers, make bigger sales, and earn the profits you seek. You'll be inspired to upgrade the way you do business. During this session, attendees will learn:

- How to increase value through people, not price
- How to deal with customers' smartphones
- The top trends affecting shoppers
- How Millennials and Boomers differ in the expectations of customer service

**10:15 AM - 11 AM**

**S229**



### **Leases and Landlords**

Instructor: Rich Aries, ESR Commercial

An in-depth look into a standard retail lease and what every tenant should look at for before signing. We will cover many different sections of a retail lease, explaining each nuance of each section. To pre-register call 800-367-5651.

**10:15 AM - 11 AM**

**S232**



See ad, pg 41

### **DIME PRIME!**

Instructors: Eileen Roche, Wayne Walker, and the DIME inspiration team.

See and demo brand new products that will be launching in 2017. To pre-register call Wayne Walker at 918-456-1973.

**10:15 AM - 11 AM**

**S228**

### **Maximizing Profits in the New World of Floorcare**

Instructor: Cliff Brady, Lindhaus USA

Flooring and floorcare methods are in the midst of a global transformation. Staying abreast of these ever-shifting industry currents is imperative. This important seminar will discuss how you, the independent floorcare professional, can identify and capitalize on new floorcare needs. Entire segments of flooring and floorcare methods have shifted and are even being purged from the market while completely new flooring segments have emerged, creating gaps and unfulfilled consumer needs. Businesses prepared to identify and adapt to these new conditions will thrive in the coming years. From new cleaning solutions to entirely new methods and modes of cleaning processes, opportunities are everywhere. This exciting seminar will provide you with a solid map to increased customer traffic and greater profits now!

**10:30 AM - 12:30 PM**

**S224**



### **Janome Digitizer V5 - Basics, Sales & Answers**

Limit: 25. Open to all retail dealers.

Join us for hands-on demonstrations and lessons with Janome's Digitizer Version 5 software. Gather tips for sales demos and suggestions for classes. Includes an opportunity to have your software questions answered by embroidery expert Amanda Whitlatch. Bring a USB stick (flashdrive) to take away the class designs.

**10:30 AM - 5:30 PM**

**S225**



### **Serger Repair - Part 1**

Instructor: Norm Himebaugh,

Himebaugh's Sewing & Vacuum Center

Limit: 18

Cost: \$350 (for 2-day class)

If you struggle to make a serger sew properly or never had training on one, then this two-day class is for you. In this intensive two-day session, the only people allowed in the classroom will be students who pay to attend. Handouts will be provided. **Bring your own serger with its repair manual.** To pre-register call 800-367-5651.

**10:30 AM - NOON S231**

### **Hands-On Software Class: Craft N Cut!**

Instructor: Hope Yoder (Assisted by DJ Anderson), an RNK Distributing seminar.

Experience THE product that helped dealers sell over \$500,000 in digital cutters & over \$1 million in related products last year! Reach a segment of your market that doesn't sew, quilt, or embroider with our Select Craft N Cut Software, plus add another profit center to your business. If you've been looking for the perfect software match for the Scan N Cut or another cutter, IT'S HERE! Appliqué is one of the hottest trends today and those involved don't even realize the association with sewing. This software will help you connect the dots for this new group of potential machine buyers. We will create a design & cut it in this class to make sure you fully understand how it works!

**11 AM - 1 PM S230**

### **Vacuum Dealers Town Hall Meeting**

Discuss the best practices and current vacuum trends with industry experts. Panelists include Greg Bank, The Bank Vacuum; John Van Leuven, SEBO America; Richard Baccus, ABC Vacuum; & Travis Hickey, C&T Consulting. Hosted by Blaine Austin, CEO of Allbrands.com.

**11:30 AM - 12:15 PM S232**

### **Home Dec. Classes = Profit**

Instructor: Pam Damour, The Decorating Diva

When I first started teaching at sewing stores, I was told there was no money to be made teaching home decorating... boy were they wrong! If it's taught right, Home Dec classes not only help with machine sales, they can sell a variety of sewing notions, rulers, templates and patterns. If you've never sat in one of Pam Damour's classes, this is one you won't want to miss.

**NOON - 12:30 PM Exhibit Hall**

### **STAGE DEMO The Healthy Kitchen Appliance**

Instructor: Teri Mathis, Oxygen Orchard Inc.

Come see why The Big Pitcher and other water oxygenation products contribute to a healthy lifestyle and belong in your floorcare or sewing store!

**12:30 PM - 2:30 PM S231**

### **Creating a 'Stabil' Notion Business**

Instructor: Darlene Pollard, RNK Distributing

Selling millions of dollars in stabilizer/notions could be a fluke or just a really exceptional year, but when the "fluke" continues for over 10 years, there has to be a reason! RNK's Educator Trainer, Darlene Pollard, will show you the secrets to build YOUR own "Stabil" notion business.

**1 PM - 3 PM S232**

### **Things Are Changing! How So? Are You Prepared to Deal With It?"**

Instructors: Donelle McAdams, SEW BIZ Inc. and Jill Reicks, Inspired to Sew

Join other store owners as we learn more about how to deal with the changes that are affecting all of our stores. Discuss & share information and answer questions regarding "elephants in the room."

**1 PM - 1:30 PM Exhibit Hall**

### **STAGE DEMO Difficult Fabric Mini Trunk Show**

Instructor: Deborah Jones, The Embroidery Store

Embroidery expert and author Deborah Jones shows examples of successful embroidery on a variety of challenging materials. Learn her techniques for handling knits, leather, vinyl, and many other embroidery surfaces that your customers ask you about every week.

**1 PM - 1:45 PM S233**

### **Visual Merchandising for Sales**

Instructor: Bob Phibbs, *The Retail Doctor*®

Your employees simply can't be everywhere suggesting add-ons. Displays are your silent salesperson, from the intriguing window to the impulse item at the counter. They are the foundation of a healthy business. In this session, Bob shares his tips that will help you create kick-butt displays that move product.

**1:30 PM - 3:30 PM S224**



### **Janome Digitizer V5 - Basics, Sales & Answers**

Limit: 25. Open to all retail dealers.

Join us for hands-on demonstrations and lessons with Janome's Digitizer Version 5 software. Gather tips for sales demos and suggestions for classes. Includes an opportunity to have your software questions answered by embroidery expert Amanda Whitlatch. Bring a USB stick (flashdrive) to take away the class designs.

**2 PM - 3 PM S230**

### **The Pig in the Window: Merchandising Strategies to Attract the Next Generation**

Instructor: Hope Yoder, Designs by Hope Yoder

Make a huge impact in a small space by introducing digital cutting to machine embroidery customers. Create a concise plan that maximizes profit by staging a display that sells. Visually entice customers with clever and crafty samples ready to demo on the fly. *Designs By Hope Yoder* has exciting new programs such as exclusive webinars for online sales and dealer clubs focused on machine sales - all with independent retailers in mind to make a positive impact on your bottom line. Digital Cutter + Embroidery Machine + DBHY Product = HUGE Profits! Resource sample kit available for purchase.

## FEB. 12 cont.

2 PM - 2:30 PM

Exhibit Hall

### STAGE DEMO Running with Scissors

Instructor: Pam Damour, The Decorating Diva

Known as the "Notion Guru," Pam loves tools that make our work easier, faster, and/or more professional. Pam will demonstrate one notion after another so you can easily sell them to your customers. If you have a great notion you'd like to share, bring it for everyone to see.

2:45 PM - 4:15 PM

S231

### Making Die-Hard Quilters Into Customers!

Instructor: Cookie Gaynor, RNK Distributing

If quilting is the largest segment of the home-sewing industry, every sewing retailer must be striving to expand their customer base. Attracting quilters must begin with giving them a reason to visit your store. Join Cookie Gaynor for this hands-on experience that will give you a totally new perspective about quilters and their buying habits, which has launched Alex Anderson's new Quilter's Select™ product line into high demand among quilters all over the nation.

3 PM - 3:30 PM

Exhibit Hall

### STAGE DEMO Flex Connect Kit for Easy Central-Vac Accessory Installation

Instructor: Cory Coltrin, Coltrin Central Vac / H-P Products

The Flex Connect Kit makes installing central vac accessories like automatic dustpans and Vroom easier and faster! See how it works in this interactive demonstration by the inventors of the Flex Connect: Coltrin Central Vacuum from Boise, ID.

3:30 PM - 4:15 PM

S230

### The Hottest New Home Quilting Technique: How to SELL with Success!

Instructors: Stacy Lewey & Mendy Tippetts, Sew Steady along with Donelle McAdams, Sew Steady Promoted Instructor

Learn the basics of free motion quilting with templates. Find out why this exciting new quilting technique is sweeping the nation. You will be amazed at how quickly you become comfortable using templates. See the templates demonstrated and learn the recipe for success to start selling ruler work templates.

4 PM - 6 PM

S224



### Janome Digitizer V5 - Basics, Sales & Answers

Limit: 25. Open to all retail dealers.

Join us for hands-on demonstrations and lessons with Janome's Digitizer Version 5 software. Gather tips for sales demos and suggestions for classes. Includes an opportunity to have your software questions answered by embroidery expert Amanda Whitlatch. Bring a USB stick (flashdrive) to take away the class designs.

5:30 PM - 7:30 PM

S233

See ad, pg 29

### The Sewing Industry Executive Forum

Bringing together a group of industry leaders, this forum is your chance to hear directly from and ask questions of those who shape our industry's future. Topics include selling the product line - not just one end of it, evaluating the actual potential of your market, trends of WHO is sewing WHAT & more. Panelists include:

**Steve Jeffery** - Sr. Vice President, Tacony Corp. & President, Baby Lock USA

**Dave Manierka** - President, Janome Canada & Executive Vice President, Janome America

**Dean Shulman** - Sr. Vice President, Brother Intl Corp.

**Paul Ashworth** - President, BERNINA USA

**Ricky Brooks** - Founder & Gen. Manager, RNK Distrib.

**Bill Boyce** - President, SVP Worldwide - North America  
*Moderated by Donny Cathey, Cathey's Sewing & Vacuum*

## MONDAY, FEBRUARY 13

8 AM - 5 PM

S225



### Serger Repair - Part 2

Instructor: Norm Himebaugh,  
Himebaugh's Sewing & Vacuum Center

Limit: 18

Cost: \$350 (for 2-day class)

Must take Part 1 to attend second day of class.  
See description on page 32.

8 AM - 10 AM

S231



### Jenny Haskins Party

Join Ricky Brooks and Jenny Haskins educators. Open to all Jenny Haskins dealers and those who want to be Jenny Haskins dealers.

8 AM - 8:45 AM

S230

### Tool School Notion Commotion

Instructor: Steve Butler, Clover Needlecraft

See and learn about the latest and most necessary sewing and quilting tools now available to supercharge the creative abilities of your customers and your sales. Questions on products and best practices welcome.

8 AM - 8:45 AM

S228

### Chemical-free Cleaning: How your customers really want to clean!

Instructor: Allan Coviello, TADgreen Inc / e-cloth®

Awareness of the health, environmental, and economic benefits of cleaning with JUST water and a cloth is currently very high and growing rapidly every day. Learn how to increase traffic and profits in your store by educating consumers on the advantages of cleaning with just water.

8:30 AM - 9:15 AM S232

### Serger Trims & Techniques

Instructor: Pam Damour, The Decorative Diva

We've come a long way, baby! Sergers are now an essential part of the sewing room and it's our job to teach customers how to make the best of their serger investment. Whether you're selling the entry-level serger or the top-of-the-line with all its bells and whistles, sergers can do "sew" much more than just finish a seam. Learn how Pam uses her serger for sewing techniques and decorative trims, all in time for National Serger Month!

8:30 AM - 10:30 AM S224



### Janome Digitizing - Lighten Up

Limit 25. Open to all retail dealers.

Reduce design density in interesting ways for lighter weight, modern embroidery effects. Lightweight embroidery designs are perfect for mixed media projects. Create redwork style and freehand drawn designs used in conjunction with appliqué. Adjust photographs for better results with monochromatic photo-stitching. Bring a USB stick (flashdrive) to take away the class designs.

9 AM - 11 AM S233

### Everything has CHANGED

This must-attend FLOORCARE seminar and open forum will discuss and present answers directed at the core of our changing world. Everything is changing at a rapid pace and how we market floorcare products is undergoing the most change of all. Some don't see that change as a pathway to success but an end to itself. This seminar, however, will provide attendees with the tools and knowledge on how to profit from change. With a noted panel of presenters who will compress a wealth of information into 2 of the most important hours at this year's convention, topics include:

- **Flooring** - carpet, vinyl, hardwood, floating wood tile? What is actually covering our customers' floors and how to capitalize on it!
- What **products** are HOT & what products are NOT
- The MOST effective **advertising** to see profit
- Consumer **buying habits**
- **Store presentation** to attract all demographics
- What to do "about" - or "with" - the **Internet** and Social Media
- and **MORE**

Presenters include Sarah Degondea, Jeremy Chavis, Evan Strittmatter, Chris Blakeman, Sandy Berkshire & Josh Sutherland. *Hosted by Josh May of Tacony.*

9 AM - 10:30 AM S226



### Brother Intl. BES4 Class

By Invitation Only.

9 AM - 10:15 AM S229

### Everything You Need to Know for Getting Started in Central Vacuums

Instructor: Grant Olewiler, M D Manufacturing

Looking to expand into a market where the customer is far less likely to buy online? It's not easy to install a central vacuum over the internet! This seminar will walk you through all aspects of the industry from sales and marketing to installation and service. We will explore profit models, power requirements, filtration designs, and installation techniques in both new construction and existing homes. Turn your showroom into an experience center to offer upgrades for older systems. This one seminar will leave you with tangible documentation on how to earn profit right away.

9:30 AM - 11 AM S227



### New Toolbox Software from BERNINA

Limit: 30

BERNINA will introduce a new modular software at VDTA. Dealers are invited to attend this training to learn the very easy-to-use editing & lettering software targeting the new or occasional embroiderer. BERNINA software is modular so customers can buy the modules that meet their embroidery needs. BERNINA toolbox is compatible with Windows and Mac computer software. BERNINA dealers only.

9:30 AM - 10:15 AM S228

### Secrets of Small Business Survival

Instructor: Fran Tabor, A-1 Vacuum & Janitorial Supply

Sharing 50 years of mistakes and FUN in business, this seminar promises to discuss the comedy and tragedy of running a small business. If there are a million people in your company, what happens at home mostly stays at home. In a small business, boundaries are harder, the problems more personal, and everything affects the bottom line. Come find out you are not alone, your problems are normal, and there are SOLUTIONS... or at least comfort in knowing you are normal.

Fran's book *Live Abundantly: Business Lessons from the Bible* was a Kindle top ten seller in 2014. She has won numerous humorous speaking awards.

9:45 AM - 10:30 AM S232

### SCHMETZ Machine Needle Education

Instructor: Rhonda Pierce, Euro-Notions

Confused about what needle to use? Know the clues to changing the needle? What do all those numbers mean on the needle pack? Increase your confidence in answering these frequently asked questions. Learn SCHEMTZ needle basics that you can easily share with staff and customers. Plus, get an update on new SCHMETZ and Grabbit products.

**FEB. 13 cont.**

See  
ad, pg  
11

**10:15 AM - 11 AM S231**

### **COSPLAY: The MEGA Sewing Market You're Missing**

Instructors: Cheryl Sleboda, Tracy Mooney, and Toni Smith

Young people are sewing, and we know where! Learn what the Cosplay movement is, how to make your store attractive to Cosplayers, and what products you can carry to appeal to them. In particular, learn how to talk to this group of shoppers to earn your store mega profit. Our panel has the pop culture and child/teen sewing expertise to help you bring in the younger demographic.

*Sponsored by Janome, Famore Cutlery, & VDTA•SDTA.*

**10:30 AM - 11:30 AM S230**

### **The Pig in the Window: Merchandising Strategies to Attract the Next Generation**

Instructor: Hope Yoder, Designs by Hope Yoder

Make a huge impact in a small space by introducing digital cutting to machine embroidery customers. Create a concise plan that maximizes profit by staging a display that sells. Visually entice customers with clever and crafty samples ready to demo on the fly. *Designs By Hope Yoder* has exciting new programs such as exclusive webinars for online sales & dealer clubs focused on machine sales - all with independent retailers in mind to make a positive impact on your bottom line. Digital Cutter + Embroidery Machine + DBHY Product = HUGE Profits! Resource sample kit available for purchase.

**10:30 AM - 12:30 PM S229**

### **Taking Your Central Vacuum Business to the Next Level - Roundtable**

Instructor: Grant Olewiler, M D Manufacturing

Are you just adding central vacuums to your offering? Are you already selling them part-time? Have you taken the plunge and are a full-time central vacuum installer? Or are you operating a central vacuum store with multiple trucks on the road? Come join a room full of your peers in all phases of this industry to discuss how to achieve your next growth opportunity. Hear the perspectives of young, excited entrepreneurs as well as seasoned industry veterans. The market will pass you by if you do not embrace the changes that are occurring. Are you up on the latest internet marketing and sales techniques? Do you have concerns where the industry is going? Do you want to hear about the latest installation and product offerings? This is the only industry forum of its kind so don't miss it!

**11 AM - NOON S228**

### **How Do MONSTER Dealers Do It?**

Instructor: Travis Hickey and Chris Black, C&T Consulting

Ever wondered how the top dealers in the country got to be so big? This seminar will share the techniques and marketing models used by the MONSTER DEALERS in the vacuum industry. This is a must-see seminar.

**11 AM - 11:45 AM S232**

### **Sell More Machines by Selling the Right Stabilizer**

Instructor: Deborah Jones, The Embroidery Store

It's a fact: successful embroidery customers upgrade and add more machines. Join embroidery expert and author Deborah Jones to learn how to educate your customers about proper stabilizing and hooping techniques, helping them achieve success with their embroidery projects from the start. Deborah introduces you to the tools you need to help any staff member recommend the best stabilizer regardless of their experience level. Free handout for every attendee.

**11 AM - 1 PM S224**



### **Janome Digitizing - Lighten Up**

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Reduce design density in interesting ways for lighter weight, modern embroidery effects. Lightweight embroidery designs are perfect for mixed media projects. Create redwork style and freehand drawn designs used in conjunction with appliqué. Adjust photographs for better results with monochromatic photo-stitching. Bring a USB stick (flashdrive) to take away the class designs.

**11:15 AM - 12:30 PM S231**

### **Events, You Must Host Events that Sell Machines!**

Instructor: Ricky Brooks, RNK Distributing

Events, Events, Events! Everyone is talking about events and selling lots of products at events, BUT the TRUTH is some events sell machines and some events DON'T. Don't miss this opportunity to explore the possibility of hosting a Floriani, Jenny Haskins, or Everything Quilting event dedicated to selling lots of products AND MACHINES.

**11:45 AM - 12:30 PM S230**

### **Enhancement of Craftsmanship and Innovation**

Instructor: Andrew Ngai, Wonderfil Specialty Threads

Most threads are just a sewing notion that serves its general purposes. But specialty threads are tools which elevate the quality of stitch and make possible the finishes and aesthetics of a project to surpass expectations. We offer one of the best thread classes with lots of sewn samples for proof. After all, seeing is believing.

**NOON - 12:30 PM Exhibit Hall**

### **STAGE DEMO Finding Your Customers Through Facebook**

Instructor: Chad Brownfield, Vacuum Cleaner Market Inc

Chad's stage demo will show exactly how easy and effective it is to find, target & engage customers online with the power of Facebook marketing. Chad will create a targeted ad for the audience, showing them the steps needed and teaching tried and true methods that he himself uses. Questions are encouraged. No online experience needed to attend.

12:15 PM - 1 PM S232

### Turning Quilters on to Embroidery

Instructor: Christy Burcham, OESD

Learn techniques for getting quilters excited about machine embroidery. We will discuss projects and programs, such as embroidered quilt block of the month programs and other ideas.

12:30 PM - 1:15 PM S228

### Slay Goliath: 7 Steps to Thump Your Competition

Instructor: Bill Brewer, ZLRIGNITION and Denise Rairdin, Windsor Vacuum

Attendees will learn that it doesn't take a huge budget to generate customer traffic, build customer loyalty, and grow business and profit. Topics will include:

1. Pick the right target;
2. Set a budget;
3. Plan the work and work the plan;
4. Leverage manufacturer resources;
5. Harvest data;
6. Capture earned media;
- and 7. Invest wisely.

12:45 PM - 2:45 PM S231

### Creating a 'Stabil' Notion Business

Instructor: Darlene Pollard, RNK Distributing

Selling millions of dollars in stabilizer/notions could be a fluke or just a really exceptional year, but when the "fluke" continues for over 10 years, there has to be a reason! RNK's Educator Trainer, Darlene Pollard, will show you the secrets to build YOUR own "Stabil" notion business.

1 PM - 1:30 PM Exhibit Hall

### STAGE DEMO Dueling Sewing Machines

Instructor: Pam Damour and Betty Mitchell

Pam Damour and Betty Mitchell have been dueling at their machines for years. Armed with a serger and sewing machine, see who can out-sew the other, while teaching finishing techniques, making trims, and having fun. With two cameras and a split screen, you won't miss a stitch!

1 PM - 2 PM S229

### Fundamentals of Central Vacuum Installation

Instructor: Chris Slackford, H-P Products Central Vacuums

This seminar is a MUST for any central vacuum installer. Whether you are new to central vacs, interested in installing hose management products, or just want a refresher course on proper techniques, you are sure to learn something new. Industry expert Chris Slackford will lead participants through the planning, rough-in, and finish stages and give them the tools and tips they will need to perform a professional install.

1 PM - 4 PM S233



### Synchrony Financial Private Focus Group

1:15 PM - 2 PM S232

### Host an Event with the HOTTEST Selling Quilting Product

Instructors: Stacy Lewey & Mendy Tippetts, Sew Steady along with Donelle McAdams, Sew Steady Promoted Instructor.

Learn the best format for hosting an event in your store - what machines and supporting notions to sell to make the most of your event. Learn about our newest education options and how to launch our block of the month programs in your store to keep the customers coming back.

1:45 PM - 2:30 PM S230

### Running a Business from a Woman's Perspective

Instructor: Denise Rairden, Windsor Vacuum

Attend a roundtable discussion about all the important "other things" that happen in a business, particularly if you're a woman in the industry. Topics will include:

- Gender bias that you have faced in the man-orientated business. What did you learn from it?
- If you work with your spouse/partner, how do you handle all the together time? Do you have separate time? Date night with no work talk?
- Lunch recipes for a meal in a microwave, crock pot, or toaster oven? Bring a recipe to share.
- Recommend one non-vacuum or sewing item that you think every store should be selling/using?

*I look forward to learning about your experiences so we can all make our businesses and relationships better.*

2 PM - 2:30 PM Exhibit Hall

### STAGE DEMO Foot Notes

Instructor: Pam Damour, The Decorating Diva

Everyone knows selling accessory feet is a great add-on to the sale of a machine. Join Pam as she demonstrates how to use many of the accessory feet just collecting dust on your sales floor. Pam pushes the envelope by showing techniques she's personally developed using today's feet.

2 PM - 3 PM S228

### How to Close on High-end Machines

Instructor: Travis Hickey and Chris Black, C&T Consulting

You hear about dealers closing \$1000 - \$2000 machines regularly. Come learn how in this must-see class!

2:15 PM - 3 PM S229

### In-Store Embroidery Education

Instructor: Christy Burcham, OESD

Learn about training both staff and customers in embroidery. We will discuss the topics and skills needed for sales staff, teachers, and customers while learning how to develop a training plan.

## **FEB. 13 cont.**

**2:30 PM - 4:30 PM**

**S224**



### **Janome Digitizing - Lighten Up**

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**3 PM - 3:30 PM**

**STAGE**

### **STAGE DEMO: Highland 12 Needle Compact Embroidery Machine Demo**

Instructor: Keith Howland, MESA

A demonstration of the abilities and unique time-saving and money-saving features of the new Highland 12 Needle Compact Embroidery Machine.

**3 PM - 5 PM**

**S31**



### **Hands-on Software Class: Teaching What's New in FTC-U**

Instructor: Trevor Conquergood, RNK Distributing

Come see Trevor Conquergood and learn how he will be teaching these new and exciting features in his next DVD before it's available. Floriani dealers & staff only.

**5:30 PM**

**Exhibit Hall**

### **VDTA/Epstein Charity Night**

An early evening filled with fun, food and beverage, and great prizes to benefit the VDTA/Epstein Scholarship. Buy a ticket and participate or come to watch, cheer on your friends, or spin the wheel!

## **TUESDAY, FEBRUARY 14**

**8:30 AM - 10 AM**

**S231**

### **3D Printer Sales Double in 2016, Expected to Reach 5.6 Million Units Sold by 2019, Isn't it Time You Took a Serious Look?**

Instructor: Mark Garetz, RNK Distributing

Most likely, you've seen them; you may have taken a few minutes to watch them or asked a few questions. While you have been thinking, thousands have been sold in YOUR market. Isn't it time to seriously look at this amazing product your potential customers are already considering?

**For updates to seminars,  
visit [www.vdta.com](http://www.vdta.com).**

# **STAGE DEMOS**

## **Sunday, February 12**

**NOON - 12:30 PM**

"The Healthy Kitchen Appliance"  
with Teri Mathis, Oxygen Orchard Inc.

**1 PM - 1:30 PM**

"Difficult Fabric Mini Trunk Show"  
with Deborah Jones, The Embroidery Store

**2 PM - 2:30 PM**

"Running with Scissors"  
with Pam Damour, The Decorating Diva

**3 PM - 3:30 PM**

"Flex Connect Kit for Easy Central Vac Accessory Installation" with Cory Coltrin, Coltrin Central Vac

## **Monday, February 13**

**NOON - 12:30 PM**

"Finding Your Customers Through Facebook"  
with Chad Brownfield, Vacuum Cleaner Market Inc.

**1 PM - 1:30 PM**

"Dueling Sewing Machines"  
with Pam Damour and Betty Mitchell

**2 PM - 2:30 PM**

"Foot Notes"  
with Pam Damour, The Decorating Diva

**3 PM - 3:30 PM**

"Highland 12 Needle Compact Embroidery Mach. Demo"  
with Keith Howland, MESA

***All Stage Demos will take place on the stage in the Exhibit Hall - South Hall 3***

# VDTA • SDTA Convention

## THE POWERHOUSE ROUNDTABLE BY DEALERS FOR DEALERS

February 11, 2017 Las Vegas  
1:30pm – 4:30pm



*Join us once again in Las Vegas for the Powerhouse Roundtable by Dealers for Dealers!*

*Listen to the topics you need to be thinking about in 2017, as discussed by some of the most successful dealers in the industry! Only once a year at VDTA can you get this one-of-kind insight into the success YOUR STORE NEEDS!*

**New Dealer Panelist • New Topics • Just for Dealers!**



**BRIAN LADSON**  
Country Stitches



**CATHY DAUM**  
Quilt Beginnings



**RON GOLDKORN**  
Sew Much  
More Austin



**RYAN STRAUSS**  
Ryan's Sewing  
& Vacuum



**KAREN REESE**  
Galesburg Sewing  
Center



**DAVE LAVALLEY**  
Bittersweet Fabric  
Shop



**MODERATOR**  
**PAUL LAPONTE**  
Quality Sewing  
& Vacuum

The POWERHOUSE Roundtable is Sponsored by:



FOR THE LOVE OF SEWING



QUILTERSSELECT.COM



The Panel for the 2017 Powerhouse Roundtable by Dealers for Dealers is of varied age and years of experience in an effort to provide multiple perspectives on the subjects or topics. We want to take this opportunity to thank Paul LaPonte (Quality Sewing) for returning as Moderator of the Powerhouse Roundtable Discussion again this year.

[www.vdta.com](http://www.vdta.com) • 800-367-5651

# Recognizing Our Associate Members

A E CARTER DISTRIBUTING  
AISIN WORLD CORP OF AMERICA  
ALUTRON MODULES LTD  
AMETEK FLOOR CARE & SPECIALTY MOTORS  
AMERICAN & EFIRD  
APC FILTRATION INC  
ARROW COMPANIES LLC  
ARTISTIC  
AVNAN ELECTRO INC  
BABY LOCK USA  
BAKER MCMILLEN COMPANY  
BERNINA OF AMERICA  
BISSELL HOMECARE INC  
BOSS CLEANING EQUIPMENT  
BRANOFILTER GMBH  
BROAN-NUTONE  
BROTHER INTERNATIONAL  
CANA-VAC SYSTEMS INC  
CANPLAS INDUSTRIES LTD  
CLOVER NEEDLECRAFT INC  
COATS & CLARK INC  
CWP TECHNOLOGIES  
DESCO VACUUM CLEANER SUPPLY  
DOMEL  
DYSON INC  
ELECTRO MOTOR LLC  
ELECTROLUX CENTRAL VACUUMS - BEAM  
ELECTROLUX SMALL APPLIANCE GROUP  
ELNA INC  
ENVIROCARE TECHNOLOGIES LLC  
ESSCO  
EURO-NOTIONS INC  
FAMORE CUTLERY / SPECIALTY PRODUCT SALES  
FLEXAUST-TUEC  
FLEXIBLE TECHNOLOGIES  
FLOOR CARE EQUIPMENT LTD  
GENVAC  
GRAND RIVER RUBBER & PLASTIC  
GROZ-BECKERT  
GUTERMANN OF AMERICA INC  
HIDE-A-HOSE INC  
HOME CARE PRODUCTS LLC  
HOOVER VACUUMS  
HOST / RACINE INDUSTRIES  
H-P PRODUCTS INC

HUSQVARNA VIKING SEWING MACHINES  
INDUSTRIES TROVAC LTEE - CYCLOVAC  
IROBOT CORPORATION  
JANOME AMERICA  
JINHUA CHUNGUANG TECHNOLOGY CO., LTD  
JKL GLOBAL SALES INC  
JOHNNY VAC  
JOYA DISTRIBUTING CO  
JUKI AMERICA  
KENT INVESTMENT / CARPET EXPRESS  
KIRBY COMPANY  
LINDHAUS USA  
M D MANUFACTURING INC  
MIELE INC  
MYRATON INDUSTRIES  
NADAIR INTERNATIONAL  
NUERA AIR / DUO VAC  
ORECK VACUUMS  
PACVAC PTY LTD  
PFAFF SEWING MACHINES  
PLASTIFLEX GROUP NORTH CAROLINA  
PRO-LINE DISTRIBUTING  
PROTEAM  
REXAIR LLC  
RICCAR AMERICA  
RNK DISTRIBUTING  
SEBO AMERICA  
SHAIR SALES - TIP TOP PARTS  
SHARKNINJA  
SIMPLICITY VACUUM  
SINGER SEWING COMPANY  
SIRENA INC  
STEEL CITY VACUUM CO INC  
SUZHOU MINKANG FILTER CO LTD  
SVP WORLDWIDE  
SYNCRONY FINANCIAL  
TACONY CORPORATION  
TACONY SEWING CENTRAL  
TCF INVENTORY FINANCE INC  
THORNE ELECTRIC CO  
TRANSNATIONAL  
TRI-TECHNICAL SYSTEMS INC  
TTI FLOOR CARE NORTH AMERICA  
VAC PRO'S  
VACUMAID CENTRAL VACUUM SYSTEMS / LINDSAY MFG

# Rise AND Shine

7:30 AM - 9:00 AM

STAY FOR THE KEYNOTE

9:00 AM -  
10:15 AM

**BOB  
PHIBBS**

THE RETAIL DOCTOR®



# dime

DESIGNS IN MACHINE EMBROIDERY

# PRIME!

10:15 AM - 11:00 AM

2017 *NEW* Product Reveal

Room **S232**



Open To ALL  
Retailers and Staff

### REASONS TO ATTEND:

#5. SEE NEW PATENTED-PENDING PRODUCTS THAT WILL ROCK YOUR 2017!

#4. HEAR FROM OTHER DEALERS THAT HAVE HAD SUCCESS WITH DIME!

#3. GET AND USE YOUR \$100 INSTANT CREDIT ON DIME PRODUCTS!

#2. RECEIVE YOUR VERY OWN GOODIE BAG VALUED AT \$215!

#1. ENJOY SOME FUN DOOR PRIZES AND FREE BREAKFAST!



**Pre-Register**  
Call  
Wayne Walker  
918-456-1973

# Exhibitors at VDTA • SDTA 2017

## A E Carter Distributing

**Booths 613, 615, 617**

801-972-8666 • [www.AECarter.com](http://www.AECarter.com)

*Exhibiting new vacuum products, vacuums, built-in vacuums, built-in supplies, parts, and cleaning chemicals.*

## **NEW!** ABM International / Innova Quilting Systems

**Booths 854, 856**

888-99-QUILT • [www.innovalongarm.com](http://www.innovalongarm.com)

*Exhibiting longarm quilting machines.*

## AccuQuilt

**Booths 349, 351, 448, 450**

888-258-7913 • [www.accuquilt.com](http://www.accuquilt.com)

*Exhibiting AccuQuilt GO!® and Studio™ fabric cutting systems and other cutting solutions help quilters reduce fabric waste, ensure accuracy, and sew up to 90% faster.*

## **NEW!** Ace Camp LLC (Munkees)

**Booths 125, 127, 129**

801-415-0400 • [www.munkees.com](http://www.munkees.com)

*Exhibiting impulse counter items for all your customers.*

## **NEW!** Aerobiotix Inc

**Booth 427**

888-978-7087 • [www.aerobiotix.com](http://www.aerobiotix.com)

*Exhibiting air purification products.*

## **NEW!** Air-Lite Manufacturing

**Booths 857**

800-521-1267

*Exhibiting quilt batting, embroidery batting, upholstery foam, and fiberfill.*

## Airfree

**Booths 717, 719, 721**

+351-2131-56222 • [www.airfree.com](http://www.airfree.com)

*Exhibiting air purifiers.*

## **NEW!** Albatross USA Inc

**Booth 932**

800-233-4468 • [www.albachem.com](http://www.albachem.com)

*Exhibiting spot removers, lubricants, and adhesives.*

## American & Efirid

**Booths 712, 714, 716**

800-847-3235 • [www.sewwhatmaterializes.com](http://www.sewwhatmaterializes.com)

*Exhibiting threads and zippers.*

## AMI / Stain-X

**Booths 724, 726, 728**

608-268-2090 • [www.stainx.com](http://www.stainx.com)

*Exhibiting cleaning products.*

## Anita Goodesign

**Booths 739, 741, 743**

[www.anitagoodesignonline.com](http://www.anitagoodesignonline.com)

*Exhibiting Anita Goodesign embroidery designs.*

## Arrow & Kangaroo Cabinets

**Booths 113, 115, 117, 119, 212, 214, 216, 218**

800-533-7347 • [www.arrowcabinets.com](http://www.arrowcabinets.com)

*Exhibiting sewing cabinets.*

## Aurifil USA Inc

**Booths 661, 760**

[www.aurifil.com](http://www.aurifil.com)

*Exhibiting 100% Egyptian cotton threads, made in Italy.*

## Baby Lock USA

**Booths 836, 838, 840, 842, 844**

636-349-3000 • [www.babylock.com](http://www.babylock.com)

*Exhibiting sewing machines.*

## BEAM

**Booths 213, 215, 217, 312, 313, 314, 315, 316, 317, 412, 414, 416**

800-265-8143 • [www.electrolux.com](http://www.electrolux.com)

*Exhibiting BEAM and Electrolux central vacuums and Sanitaire products.*

## BeatsAll Solutions

**Booth 130**

727-224-3901 • [www.beatsallsolutions.com](http://www.beatsallsolutions.com)

*Exhibiting grout cleaner.*

## **NEW!** Belagio Enterprises Inc

**Booth 753**

323-731-6934 • [www.belagioenterprises.com](http://www.belagioenterprises.com)

*Exhibiting trimmings for home décor, apparel, and crafts as well as home décor fabrics.*

## Benson Marketing Group

**Booths 1016, 1018**

614-890-2355 • [www.bensonmarketinggroup.com](http://www.bensonmarketinggroup.com)

*Exhibiting custom packaging, quilt gifts, custom ribbon, scarves, and more.*

## BERNINA of America

**Booths 701, 703, 705, 800, 802, 804**

630-978-2500 • [www.bernina.com](http://www.bernina.com)

*Exhibiting BERNINA sewing machines and Brewer sewing supply notions.*

## BISSELL HomeCare Inc

**Booths 239, 241, 243**

616-453-4451 • [www.bissell.com](http://www.bissell.com)

*Exhibiting floorcare devices, residential & commercial.*

## **NEW!** Blank Quilting Corp

**Booths 855**

800-294-9495 • [www.BlankQuilting.net](http://www.BlankQuilting.net)

*Exhibiting printed cotton, printed flannel, 108" quilt backings, precut fabrics, batiks, tea towels & quilt batting.*

## **Bluefig**

**Booths 101, 200**

360-993-2247 • [www.bluefig.net](http://www.bluefig.net)

*Exhibiting wheeled bags for sewing machines & more. Stop by and see what's new at Bluefig!*

## **Brewer Sewing and Supply**

**Booths 707, 709, 806, 808**

630-978-2500 • [www.bernina.com](http://www.bernina.com)

*Exhibiting BERNINA sewing machines and Brewer sewing supply notions.*

## **Brother International Corp**

**Booths 513, 515, 517, 519, 521,**

**612, 614, 616, 618, 620**

908-225-3358 • [www.brothersews.com](http://www.brothersews.com)

*Exhibiting sewing, quilting & embroidery machines.*

## **NEW! Brother Photo Booth**

**Booth 754**

*Exhibiting a new, fun attraction. Stop by and participate in this fun, interactive photo booth.*

## **Canplas Industries Ltd**

**Booths 607, 706**

800-501-5018 • [www.vaculine.com](http://www.vaculine.com)

*Exhibiting central vac fittings, valves & accessories.*

## **NEW! Ceno Group**

**Booths 731, 733**

800-710-2366 • [www.floorsanding.com](http://www.floorsanding.com)

*Exhibiting vacuums and accessories.*

## **China Feiyue USA Inc**

**Booths 146, 148**

909-613-1817 • [www.feiyueusa.com](http://www.feiyueusa.com)

*Exhibiting sewing machines, garment care, and sewing accessories.*

## **NEW! Clothworks**

**Booths 461**

206-762-7886 • [www.clothworks.com](http://www.clothworks.com)

*Exhibiting fabrics, precuts, patterns, notions & trims.*

## **Clover Needlecraft Inc**

**Booths 107, 109, 208, 210**

909-218-2160 • [www.clover-usa.com](http://www.clover-usa.com)

*Exhibiting sewing / quilting notions and tools plus knitting and crochet crafting tools.*

## **CONSEW**

**Booths 955, 957, 1054, 1056**

212-741-7788

*Exhibiting industrial sewing, embroidery & cutting equipment along with spare parts and supplies.*

## **NEW! Cosplay: The Mega Sewing Market**

**Booth 452**

*Exhibiting add-ons and info about cosplay markets.*

## **NEW! Creature Comfort Toys -**

### **Embroidery Buddies**

**Booths 749, 751**

800-667-2327 • [www.embroiderybuddy.com](http://www.embroiderybuddy.com)

*Exhibiting the original Embroidery Buddy, the world's first embroidable stuffed animal with a removable pillow.*

### **CWP Technologies**

**Booths 240, 242**

216-252-1190 • [www.cwptechnologies.com](http://www.cwptechnologies.com)

*Exhibiting replacement brushrolls, disposable bags, and floor cleaning chemicals.*

### **Daylight Company**

**Booths 451, 453, 455**

732-684-4443 • [www.daylightcompany.com](http://www.daylightcompany.com)

*Exhibiting lighting and magnifiers.*

### **Decorating Diva**

**Booth 550**

518-297-2699 • [www.pamdamour.com](http://www.pamdamour.com)

*Exhibiting sewing notions.*

### **Descovac Vacuum Supply**

**Booths 413, 415, 417, 512, 514, 516**

800-833-3726 • [www.descovac.com](http://www.descovac.com)

*Exhibiting vacuums, vacuum parts, & accessories.*

### **Designs By Hope Yoder**

**Booths 912**

941-378-5019 • [www.HopeYoder.com](http://www.HopeYoder.com)

*Exhibiting embroidery designs.*

### **DIME (Designs In Machine Embroidery)**

**Booths 552, 554, 553, 555, 557**

888-739-0555 • [www.dzgns.com](http://www.dzgns.com)

*Exhibiting machine embroidery software, designs, and notions.*

### **Dirt Devil**

**Booths 525, 527, 529, 531, 533, 535, 537, 624,**

**625, 626, 627, 628, 629, 630, 631, 632, 633,**

**634, 635, 636, 637**

440-996-2000 • [www.ttifloorcare.com](http://www.ttifloorcare.com)

*Exhibiting Dirt Devil vacuum cleaners & accessories.*

### **Domel Inc**

**Booths 70, 71**

201-315-5525 • [www.domel.com](http://www.domel.com)

*Exhibiting vacuum motors for dry & wet aspiration.*

## **NEW! Durkee Embroidery Hoops**

**Booths 1027, 1029**

866-743-5133 • [www.dehoops.com](http://www.dehoops.com)

*Exhibiting hoops and accessories.*

### **DVC Products**

**Booths 235, 237**

440-519-9301 • [www.dvcproducts.net](http://www.dvcproducts.net)

*Exhibiting vacuum bags and filters.*

## Dyson

**Booths 801, 803, 805, 807, 809, 900, 902, 904, 906, 908**  
312-469-5950 • www.dyson.com  
*Exhibiting Dyson vacuums.*

## E E Schenck Co

**Booths 942**  
800-433-0722 • www.eeschcnck.com  
*Exhibiting a complete selection of notions, sewing and craft fabrics, books, patterns and gifts.*

## **NEW!** Eclipse Quilting / My Quilt Bug

**Booth 545**  
801-631-6765 • www.myquiltbug.com  
*Exhibiting My Quilt Bug quilting machines, frames, and upgrades.*

## Edge Technologies Inc

**Booth 106**  
800-275-2015 • www.profit-plus.com  
*Exhibiting retail management, point of sale, and inventory control software.*

## Electrolux

**Booths 213, 215, 217, 312, 313, 314, 315, 316, 317, 412, 414, 416**  
800-265-8143 • www.electrolux.com  
*Exhibiting BEAM and Electrolux central vacuums and Sanitaire products.*

## ELNA

**Booths 207, 209, 305, 306, 306B, 307, 308, 308B, 309, 404, 406, 408**  
201-825-3200 • www.janome-america.com  
*Exhibiting Elna sewing machines and accessories.*

## EnMart / Iris Thread

**Booths 937**  
866-516-1300 • www.myenmart.com  
*Exhibiting embroidery thread, quilting thread, and displays.*

## Envirocare Technologies

**Booths 425, 524**  
631-218-3621 • www.envirocare-us.com  
*Exhibiting vacuum bags and filters.*

## **NEW!** ESR Commercial

**Booths 644**  
818-519-5040 • www.esrcommercialrealty.com  
*Exhibiting commercial real estate services.*

## ESSCO

**Booths 401, 403, 405, 407, 500, 502, 504, 506**  
800-321-2664 • www.essco.net  
*Exhibiting vacuums and parts.*

## Euro-Notions

**Booth 948**  
800-527-2408 • www.euronotions.com  
*Exhibiting SCHMETZ - SCHMETZ Chrome professional grade needles & Grabbit sewing tools.*

## Expo Enterprise

**Booth 655**  
702-272-2666 • www.nano-ions.com  
*Exhibiting nano-ions bracelets.*

## F+W Media

**Booth 750**  
440-899-6300 • www.sewingexpo.com  
*Exhibiting information about sewing, quilting and embroidery education in-person and online. Distributing complimentary magazines too.*

## F2M International Inc.

**Booth 136**  
905-856-5120 • www.socit.ca  
*Exhibiting central vacuum hose covers & accessories.*

## **NEW!** Fabric Confetti

**Booths 748**  
480-332-0550 • www.fabricconfetti.com  
*Exhibiting embroidery appliqué designs.*

## Famore Cutlery / Specialty Products

**Booths 1007, 1009**  
352-797-9019  
*Exhibiting quality sewing scissors, tweezers, and magnifiers.*

## Fashion Sewing Cabinets of America

**Booths 736, 738, 740, 742**  
801-756-6016 • www.fashionsewingcabinets.com  
*Exhibiting sewing furniture with electric lifts.*

## Fil-Tec / Bobbin Central

**Booths 652, 654, 656**  
888-924-3224 • www.bobbincentral.com  
*Exhibiting top thread, bobbins, and embroidery accessories.*

## Flexaust - TUEC

**Booths 641, 643**  
800-343-0428 • www.flexaust.com  
*Exhibiting vacuum hoses and attachments.*

## **NEW!** FlexiFelt

**Booth 236**  
877-353-9433 • www.flexifelt.com  
*Exhibiting Flexi-Felt floor protection programs and the Silver Mop Pro.*

## Fresh Wave

**Booths 725, 727**  
847-304-9111 • www.freshwaveworks.com  
*Exhibiting natural odor eliminators.*

## **NEW!** Frou-Frou Paris

**Booth 560**  
206-762-7886 • www.clothworks.com/Frou-Frou  
*Exhibiting fabrics, precuts, patterns, notions & trims.*

## **NEW!** Gammill Inc.

**Booths 149, 151, 248, 250**  
417-256-5919 • www.gammill.com  
*Exhibiting longarm quilting machines.*

## Grace Company / TrueCut

**Booths 935, 1036**  
800-264-0644 • [www.graceframe.com](http://www.graceframe.com)  
Exhibiting Quique machines, frames, frame accessories, and TrueCut products.

## NEW! Groz-Beckert USA Inc

**Booth 1047**  
800-438-0713 • [www.groz-beckert.com](http://www.groz-beckert.com)  
Exhibiting industrial sewing machine needles.

## H-P Products Central Vacuums

**Booths 219, 221, 318, 320**  
888-281-3705 • [www.h-pcleanfast.com](http://www.h-pcleanfast.com)  
Exhibiting central vacuum systems & accessories.

## Handy Caddy

**Booth 653**  
650-483-2866 • [www.handycaddy.com](http://www.handycaddy.com)  
Exhibiting the Handy Caddy.

## NEW! Henry Glass & Company

**Booths 855**  
800-294-9495 x248 • [www.henryglassfabrics.com](http://www.henryglassfabrics.com)  
Exhibiting printed cotton, printed flannel, 108" quilt backings, precut fabrics, and batiks

## Hide-A-Hose Inc

**Booth 526**  
360-863-0775 • [www.hideahose.com](http://www.hideahose.com)  
Exhibiting central vacuum hose management systems.

## NEW! Hizer Technologies Co. Ltd

**Booth 730**  
1-805-367-6607 • [www.hizero.com](http://www.hizero.com)  
Exhibiting Hizer bionic floor cleaner.

## Home Revolution

**Booths 249, 348**  
845-208-0203 • [www.homerev.com](http://www.homerev.com)  
Exhibiting Home Revolution branded major home appliance filtration and replacement parts.

## Hoopsisters

**Booths 735, 737**  
866-497-4068 • [www.hoopsisters.com](http://www.hoopsisters.com)  
Exhibiting quilt in the hoop embroidery designs and block of the month programs.

## Hoover

**Booths 525, 527, 529, 531, 533, 535, 537, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637**  
440-996-2000 • [www.ttifloorcare.com](http://www.ttifloorcare.com)  
Exhibiting Hoover vacuum cleaners and accessories.

## Horn of America Inc

**Booths 929, 931, 933, 1028, 1030, 1032**  
304-765-7254 • [www.hornofamerica.com](http://www.hornofamerica.com)  
Exhibiting sewing furniture and accessories.



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1-866-329-5444  
[www.daylightcompany.com](http://www.daylightcompany.com)

## Husqvarna Viking Sewing Machines

**Booths 901, 903, 905, 907, 909, 1000, 1002, 1004, 1006, 1008**  
615-280-3400 • [www.husqvarnaviking.com](http://www.husqvarnaviking.com)  
*Exhibiting Husqvarna Viking sewing machines and accessories.*

## **NEW!** Intelliclean Solutions LLC

**Booth 204**  
615-293-2299 • [www.quantumvac.com](http://www.quantumvac.com)  
*Exhibiting the Quantum Vacuum.*

## InterVac Design Corp

**Booths 419, 518**  
772-463-1400 • [www.intervacdesign.com](http://www.intervacdesign.com)  
*Exhibiting central vac and garage vac systems.*

## Janome America Inc

**Booths 201, 203, 205, 300, 300B, 301, 302, 302B, 303, 304, 304B, 400, 402**  
201-825-3200 • [www.janome-america.com](http://www.janome-america.com)  
*Exhibiting sewing machines and accessories.*

## Joya Distributing Inc -

### Sylvia Furniture & Laura Star Irons

**Booths 848, 850, 852**  
[www.sylviadesign.com](http://www.sylviadesign.com) • [www.laurastarus.com](http://www.laurastarus.com)  
*Exhibiting Laura Star ironing systems and Sylvia sewing furniture.*

## Juki America

**Booths 361, 460**  
305-594-0059 • [www.jukihome.com](http://www.jukihome.com)  
*Exhibiting Juki sewing machines.*

## Kimberbell Designs

**Booths 649, 651**  
435-915-6741 • [www.kimberbelldesigns.com](http://www.kimberbelldesigns.com)  
*Exhibiting machine embroidery designs.*

## **NEW!** Kleenco

**Booth 135**  
425-883-2976 • [www.kleenco.com](http://www.kleenco.com)  
*Exhibiting a complete line of carpet, hard surface, stone, granite, & wood floor care cleaning solutions.*

## Koala Cabinets

**Booths 829, 831, 833**  
636-349-3000 • [www.sewingandcraftclub.com](http://www.sewingandcraftclub.com)  
*Exhibiting sewing furniture.*

## Lamb Electric of AMETEK / Dynamic Fluid Solutions

**Booth 244**  
330-807-9869 • 330-677-3808 •  
[www.ametekfsm.com](http://www.ametekfsm.com)  
*Exhibiting Lamb Electric motors.*

## Lampe Berger USA

**Booths 336, 338**  
800-321-0020 • [www.lampeberger.us](http://www.lampeberger.us)  
*Exhibiting air purifiers, deodorizers, and fragrance diffusers.*

## **NEW!** Life Flow LLC

**Booth 238**  
530-532-4744 • [www.laundry-jet.com](http://www.laundry-jet.com)  
*Exhibiting Laundry Jet, the dirty laundry vacuum transport system.*

## Like Sew

**Booth 619**  
877-909-6699 • [www.likesew.com](http://www.likesew.com)  
*Exhibiting integrated point of sale & website software.*

## Lindhaus USA

**Booths 925, 927, 1024, 1026**  
952-707-1131 • [www.lindhaus.com](http://www.lindhaus.com)  
*Exhibiting vacuums, floor scrubbers and cleaning products.*

## Loralie Designs

**Booth 849**  
970-286-1126 • [www.loraliedesignswholesale.com](http://www.loraliedesignswholesale.com)  
*Exhibiting embroidery fabric.*

## M D Manufacturing

**Booths 913, 915, 1012, 1014**  
800-525-2055 • [www.builtinvacuum.com](http://www.builtinvacuum.com)  
*Exhibiting Silent Master, Modern Day, FloMaster, and AirMaster central vacuums along with an extensive array of kits, parts, and specialty attachments. Come see the new TruSeal filtration system.*

## Maytag

**Booths 824, 826**  
636-349-3000 • [www.maytagvacuums.com](http://www.maytagvacuums.com)  
*Exhibiting vacuums.*

## **NEW!** Maywood Studio

**Booth 944**  
800-433-0722 • [www.maywoodstudio.com](http://www.maywoodstudio.com)  
*Exhibiting premium quilting fabrics, ready-to-sew kits, and precut fabric packs.*

## Melco

**Booth 1043**  
800-799-8313 • [www.melcousa.com](http://www.melcousa.com)  
*Exhibiting Bravo embroidery machines.*

## **NEW!** MESA

**Booth 1051**  
800-330-3867 • [www.mesamachines.com](http://www.mesamachines.com)  
*Exhibiting embroidery machines.*

## Mettler USA Amann

**Booth 729**  
855-265-9084 • [www.amann-mettler.com](http://www.amann-mettler.com)  
*Exhibiting thread.*

## Miele Inc

**Booths 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 424, 426, 428, 430, 432**  
843-723-2508 • [www.miele.com](http://www.miele.com)  
*Exhibiting Miele vacuums, appliances, and coffee systems.*

**NEW! Moody Insurance Worldwide**

**Booth 939**  
800-966-0001 • www.moodyinsurance.com  
*Exhibiting insurance.*

**Moso Natural**

**Booth 120**  
732-444-7082 • www.mosonatural.com  
*Exhibiting Moso Natural air purifiers.*

**Myraton Industries**

**Booth 1020**  
905-646-2153 • www.myraton.com  
*Exhibiting vacuum accessories, telescopic wands, and hose handles.*

**NaceCare Solutions**

**Booths 1037, 1039**  
905-795-0122 • www.nacecare.com  
*Exhibiting domestic and commercial vacuums.*

**Nadair International Ltee**

**Booths 121, 220**  
800-776-7891 • www.nadairvac.com  
*Exhibiting central vacuums.*

**Odorchem Manufacturing Corp**

**Booths 918, 920**  
877-386-5000 • www.Pow-Air.com  
*Exhibiting odor neutralizers.*

**OESD (Oklahoma Embroidery Supply & Design)**

**Booths 541, 543, 640, 642**  
405-359-2741 • www.oesd.com  
*Exhibiting in-store embroidery event programs, embroidery designs, and embroidery supplies.*

**Oreck**

**Booths 525, 527, 529, 531, 533, 535, 537, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637**  
440-996-2000 • www.ttifloorcare.com  
*Exhibiting Oreck vacuum cleaners and accessories.*

**Oxygen Orchard Inc**

**Booth 126**  
877-347-7770 • www.oxygenorchard.com  
*Exhibiting The Big Pitcher.*

**NEW! P D Sixty Distributor Inc**

**Booths 355, 357, 454, 456**  
770-446-0042 • www.PD60.net  
*Exhibiting sewing machine parts and accessories.*

**NEW! Pals Products Inc**

**Booth 940**  
620-665-0600 • www.palsproducts.com  
*Exhibiting sewing tables & chairs and other notions.*

**Pfaff Sewing Machines**

**Booths 901, 903, 905, 907, 909, 1000, 1002, 1004, 1006, 1008**  
615-280-3400 • www.pfaff.com  
*Exhibiting PFAFF sewing machines and accessories.*



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**NEW!** Phoenix Central Vacuums

**Booth 342**  
860-906-8465 • www.ctvacuums.com  
*Exhibiting central vacuum systems & accessories.*

**Pickle Pie Designs**

**Booth 914**  
919-219-5579 • www.picklepiedesigns.com  
*Exhibiting embroidery designs.*

**Plastiflex Hose System Solutions**

**Booths 319, 321, 418, 420**  
704-871-8448 • www.plastiflex.com  
*Exhibiting merchandisers, POP, new retractable hose cuffs, and the new swivel wall end.*

**POSIM Software**

**Booth 761**  
800-409-7678 • www.posim.com  
*Exhibiting point of sale software.*

**Practical Promotions LLC**

**Booth 108**  
931-388-4491 • www.practicalpromotions.com  
*Exhibiting 15' tall flags, giant inflatable vacuum cleaners, LED signs, and banners.*

**ProTeam**

**Booth 344**  
866-888-2168 • www.proteam.emerson.com  
*Exhibiting commercial vacuums.*

**Queen of Stitching**

**Booth 548**  
206-824-6009 • www.queenofstitching.com  
*Exhibiting in the hoop quilt designs.*

**Quilt EZ**

**Booth 956**  
435-245-0172 • www.quiltez.com  
*Exhibiting the Perfect Stitch stitch regulator and Butler Robotics computerized quilting.*

**NEW!** Raycom Technology

**Booth 851**  
385-232-2464 • www.raycomtech.com  
*Exhibiting IT services for retailers.*

**Riccar**

636-349-3000 • www.riccar.com  
*Exhibiting vacuums.*

**RiCOMA International Corp.**

**Booth 936, 938**  
305-418-4421 • www.stitchable.com  
*Exhibiting embroidery machines and heat presses.*

**RNK Distributing**

**Booths 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100**  
865-549-5115 • www.RNKdistributing.com  
*Exhibiting Floriani, Jenny Haskins, & Quilters Select™.*

**Royal**

**Booths 525, 527, 529, 531, 533, 535, 537, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637**  
440-996-2000 • www.ttfloorcare.com  
*Exhibiting Royal vacuum cleaners and accessories.*

**Sanitaire**

**Booths 213, 215, 217, 312, 313, 314, 315, 316, 317, 412, 414, 416**  
800-265-8143 • www.electrolux.com  
*Exhibiting BEAM and Electrolux central vacuums and Sanitaire products.*

**SEBO America**

**Booths 335, 337, 339, 436, 438, 440**  
303-792-9181 • www.sebo.us  
*Exhibiting vacuum cleaners, dry carpet cleaning, & floor polishers.*

**NEW!** Sew and Vac Media

**Booth 941**  
208-509-7908 • sewandvacmedia.com  
*Exhibiting marketing services.*

**Shannon Fabrics**

**Booths 755, 757**  
323-234-5252 • www.shannonfabrics.com  
*Exhibiting fabric.*

**Sew Steady & Westalee Designs by Sew Steady**

**Booths 116, 118**  
800-837-3261 • www.sewsteady.com  
*Exhibiting the Sew Steady product line: portable acrylic extension tables, cabinet inserts, and table accessories. We are the exclusive USA manufacturer of Westalee Designs products, an Australian-based company that has developed ruler-work foot and template lines spanning 450+ items.*

**Simplicity**

**Booths 812, 814, 816, 818, 820**  
636-349-3000 • www.simplicityvac.com  
*Exhibiting vacuums.*

**NEW!** Sizzix

**Booths 950, 952**  
949-598-8822  
*Exhibiting Sizzix family of Big Shot machines that cut an incredible variety of materials with most dies on the market today. Choose from hundreds of precise piecing and beautiful appliqué designs to ensure your creative success.*

**NEW!** Stahls'

**Booth 561**  
586-772-6161 • www.stahls.com  
*Exhibiting heat presses and heat transfer vinyl.*

**Steel City Vacuum Co**

**Booths 501, 503, 505, 507, 509, 600, 602, 604, 606, 608**  
800-822-1199 • www.steelcityvac.com  
*Exhibiting vacuums and vacuum parts.*

**NEW! Studioe Fabrics**

**Booths 855**  
800-294-9495 x206 • www.studioefabrics.com  
*Exhibiting printed cotton, printed flannel, 108" quilt backings, precut fabrics, tea towels, and quilt batting.*

**Sulky of America Inc**

**Booths 919, 921**  
800-874-4115 • www.sulky.com  
*Exhibiting decorative thread, stabilizers, books, and slimline storage boxes.*

**Sunheat International**

**Booths 103, 105, 206**  
308-382-8137 • www.sunheat.com  
*Exhibiting infrared heaters, fireplaces, saunas, patio heaters, air purifiers, dry mist fans, all direct to your bottom line, profit-building products.*

**Minkang Filter Co Ltd**

**Booth 124**  
0086-512-654-16862 • www.mingkang.cn  
*Exhibiting air filters, HEPA filters, filter dust bags, and other accessories for vacuum cleaners.*

**Synchrony Financial**

**Booths 928, 930**  
866-209-4457 • www.synchronybusiness.com  
*Exhibiting financial services and consumer financing programs.*

**Tacony Corporation**

**Booths 825, 827, 924, 926**  
636-349-3000 • www.tacony.com  
*Exhibiting vacuums and sewing.*

**Tacony Sewing Central**

**Booths 839, 841, 843**  
636-349-3000  
*Exhibiting sewing notions and products.*

**TADgreen Inc**

**Booths 435, 536**  
800-677-4354 • www.ecloth.com  
*Exhibiting chemical-free cleaning products.*

**Tailormade**

**Booths 835, 837**  
636-349-3000 • www.tailormadecabinets.com  
*Exhibiting sewing cabinets.*

**NEW! Tajima America Corp**

**Booths 429, 528, 530**  
310-604-8200 • www.tajima.com  
*Exhibiting consumer embroidery machines.*

**TCF Inventory Finance**

**Booth 917**  
877-872-8234 • www.tcff.com  
*Exhibiting financing services.*

**Textile Collections Inc**

**Booth 444**  
888-406-2026 • www.textilecollections.com  
*Exhibiting quilting fabrics.*



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## **The Bank Vacuum**

### **Booth 104**

1249 Tallevast Road  
877-318-2699 • www.thebankvacuum.com  
*Exhibiting vacuum cleaners and bags.*

## **The Carpet and Rug Institute**

### **Booth 431**

706-428-2123 • www.carpet-rug.org  
*Exhibiting carpet cleaning materials.*

## **The Embroidery Store**

### **Booths 949, 1048**

800-504-9757 • www.embstoredealer.com  
*Exhibiting embroidery stabilizers, embroidery threads, embroidery educational products & events.*

## **The Feit Company / Econosew**

### **Booth 1044**

213-747-9383 • www.feitcompany.com  
*Exhibiting sewing machines, parts, and notions.*

## **The Sewing Machine Project**

### **Booths 360**

www.thesewingmachineproject.org  
*Exhibiting information about the Sewing Machine Project, a non-profit organization helping acquire sewing machines for those in need.*

## **NEW! TKO "Totally Kills Odors"**

### **Booth 143**

559-284-6983 • www.tkodors.com  
www.petstainsandordors.com  
*Exhibiting enzyme-based odor removers.*

## **NEW! TransNational Payments**

### **Booth 720**

847-655-1355 • www.gotnpayments.com/vdta  
*Exhibiting payment processing / electronic payments.*

## **Tri-Technical Systems Inc**

### **Booth 442**

563-556-3556 • www.technology4retailers.com  
*Exhibiting AIMSi V11 Point of Sale software and inventory management software along with active e-web based e-commerce solutions.*

## **Trovac Industries - CycloVac**

### **Booths 601, 603, 605, 700, 702, 704**

800-361-9553 • www.cyclovac.com  
*Exhibiting central vacuums.*

## **TrueCut / Grace Company**

### **Booths 935, 1036**

800-264-0644 • www.graceframe.com  
*Exhibiting TrueCut products, Qnique machines, frames, and frame accessories.*

## **NEW! Truffoire Las Vegas**

### **Booths 350, 352**

866-818-4113 • www.truffoire.com  
*Exhibiting skin care products.*

## **TTi Floor Care North America**

### **Booths 525, 527, 529, 531, 533, 535, 537, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637**

440-996-2000 • www.ttifloorcare.com  
*Exhibiting Hoover, Royal, Oreck, and Dirt Devil vacuum cleaners and accessories.*

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## **VDTA•SDTA**

### **Booths 131, 133**

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# Brother Dealer Turns to Her Faith to Make Her *Dreams* a Reality



**F**aith and sisterly love led to a lifelong dream that came true for Lynn Haberl, co-owner of 'Inspire! Quilting & Sewing,' an Authorized Brother Innov-is dealer in Plant City, Florida. Although fate lent a hand in making Lynn's dream a reality, Brother's contribution of time and resources helped her, as well as her fellow dealers, by supporting them every step of the way.

As young girls growing up in North Carolina, Lynn and her older sister Lisa loved to sew. Their mother, who was an avid sewer, took them both to a popular fabric store where the girls would select their favorite fabrics to create their own clothes.

"We shared a sewing machine," Lynn said. "Lisa and I would take turns making clothes for ourselves and our family and friends. I suppose you can say it's where our story begins." Lynn explained how she soon became known as the 'Sewing Fairy,' while her sister Lisa developed a love for quilting. Over the years, the sisters raised their families and lived in different states – but Lynn said her dream of owning a fabric store never left her heart.

After years of praying and reflecting on her dream, Lynn turned to her husband Fred and explained how she was ready to open a fabric business. She knew the only way she could make it happen was to convince her sister Lisa to join in on her dream. "We were both living in Florida at the

time, about four hours away from each other," Lynn said. "I called Lisa and told her I was ready to open the shop and asked her if she and her husband would be willing to move north to open the business. The rest, you can say, is history."

Four years ago, Lynn said she turned to her faith again and prayed that she would find the perfect area for her shop. Fred and Lynn began scouting for a location and came across a 115-year old building that suited their needs perfectly. "When we saw the building, we both knew it was meant to be," Lynn said emotionally. Within one week of purchasing the building, Lynn and Fred were visiting Arizona when she received a call from a friend who mentioned that a local department store was closing and selling off its fixtures. "I knew I needed those fixtures for our new shop, but I had no idea how I could get them on such short notice and being thousands of miles away," Lynn explained. "My vision was to create more of a boutique shop, and I knew the fixtures would make beautiful displays for the fabric." As fate would have it, Lynn called her daughter, who owned a trucking business. Within no time, her daughter picked up all the fixtures. To everyone's surprise, she was told the department store agreed not to charge them for anything. "God's hand was in everything," Lynn said.

In August 2012, Lynn, Fred and Lisa opened the doors of 'Inspire! Quilting

& Sewing.' Knowing that she had the best fabric store in the area, Lynn also wanted to be the best all-around store for miles. To accomplish this, she sought to incorporate the best sewing machines on the market to complement her business. Within a few months, Lynn began exploring Brother sewing machines, and in a short time became the only Brother dealer within 50 miles. "Brother was the best choice for our business," Lynn exclaimed. "The machines are not only easy-to-use, but an easy sell. It wasn't a stretch to know we made the right decision."

*!! We sell more machines from THE Dream Series and the multi needle line than any other machines within the Brother lineup. !!*

Lynn Haberl

Within only four short years, this family-run business has set the pace for success by exceeding sales and notoriety on every front. "Lisa is the 'boss' of our business," Lynn said laughingly, "and we want it that way." Together, they have developed a successful plan to grow their business by running events to make a name for themselves. "We cornered the market by being the only Brother dealer in the area," Lynn said. "But with that

brings the challenge of getting our name out there and developing a clientele that trusts us as experts in our field.”

Lynn explained how she launched her business by hosting Anita Goodesign (the top embroidery design company in the world) and Brother ‘Start Your Own Business’ (featuring Brother six-needle machines) events. She said these events were part of the building blocks of her business, as they brought customers into the store. This gave Lynn and her staff the opportunity to learn and nurture their customers’ needs. Brother believes in partnering with the dealers to help promote these events. By posting the excitement surrounding these events on social media pages such as Facebook.com/BrotherSews and the ‘Events Calendar’ page located on BrotherSews.com, dealers can experience not only an increase in brand exposure, but also expand their business advertising opportunities.

With thousands of viewers following the Brother Facebook page, fans have easy access to the Brother website and they can easily locate their nearest dealer and view event information.

‘Inspire! Quilting & Sewing’ prides itself on offering outstanding customer service along with in-depth education. “We are not just a fabric and sewing store,” Lynn stated. “We strive to be a place where enthusiasts come to feel welcome and secure, knowing they can learn the latest techniques from the experts in their field.” Lynn is dedicated to hosting designers from all genres of the

industry to teach classes and promote their businesses. “We teach techniques from beginning to end, and only sell the highest quality fabrics to make the most beautiful creations,” Lynn said. ‘Inspire! Quilting & Sewing’ even offers classes on how to integrate a personal computer with a sewing machine to make the process less intimidating and show the customers how to get the most out of their Brother machine’s functions and features. “We want our customers to love what they’re doing and feel comfortable at every level.”

“We have seen a boom in embroidery,” said Lynn. “We sell more machines from THE Dream Series and the multi-needle line than any other machines within the Brother lineup.” Lynn credits her success in selling the higher-end machines to ‘Sit and Sew’ demonstrations in her showroom, where customers are coached on how to start their own businesses, as well as the special financing from Brother (which makes owning the higher-priced machines more affordable). As dealers embrace the variety of award-winning machines and utilize the nationwide dealer support system in place for them, Brother has set the stage for success by providing this winning combination to help its dealers grow their businesses. Machines such as the Innov-is V8550D and the Entrepreneur PR1050X are perfect examples of Brother innovation and technology at its finest, with ease-of-use and reliability that customers have learned to expect – and which

only Brother can provide. Industry-first features (including ScanImation™, Scanning Frame and InnovEye® 2 Technology), along with large built-in screens, larger workspaces and color sorting (among other features) have set Brother apart from the competition and opened the doors for new customers to flock to their nearest Brother dealers.

Just last fall, ‘Inspire! Quilting & Sewing’ was featured in *Quilt Sampler*® Magazine, a *Better Homes and Gardens* Special Interest Publication. This impressive recognition is a testament to the shop’s ongoing dedication to becoming one of the leading fabric and sewing stores in the country.

“Being a part of the Brother family of dealers has taken our business to a level we never imagined,” Lynn said. “We are proud to be a Brother dealer. We have never looked back and we can’t wait to see where our faith and our journey takes us next.”

*“Being a part of the Brother family of dealers has taken our business to a level we never imagined.”*

Lynn Haberl



# Insight from the Work Bench

By Norm Himebaugh

If you're on the bench every day, you wage a war of sorts in your mind with every repair. The length and severity of the war depend totally on you. However, it's easy to blame the machine and give it power over your actions.

"This machine hates me!" can be a feeling you have, but it really has no merit. It is a machine; it has no feelings!

Numerous factors in repairs can cause our frustrations. I think the number one reason, especially for long-time techs, is time. You're backed up and too many of your service jobs belong to your top customer base - the ones you usually drop everything for. All of a sudden six of those customers show up, all under a deadline!

Even after many years on the bench, my number 1 downfall is over-promising with an incorrect evaluation, because I think I'm looking at a quick job. This is when I make mistakes on a job I've done a hundred times. It is also somehow cosmically connected to a machine that's been on my bench for two days, mysteriously not working properly when I know it's set right! When this happens, usually you've simply had too many interruptions.

I'm currently training someone on my bench. Watching his learning process is educating me again about the journey all technicians take in our business. He is stressed about areas he doesn't understand yet, but it is beautiful when a tech gets a new concept. I am talking about a real revelation of fact. The problem is: they hang on that revelation of truth and stop there, never realizing there are 4 more levels of it including how it relates to other settings.

If you don't have someone pushing you to a higher level, you'll stagnate and think you're at the top of your game - but you won't be. If you don't attend training for whatever reason, you're going backwards. That is unless you're spending hours on your bench experimenting with machines. Are you changing settings slightly and then sewing to see how the stitch reacts? I personally love to do that. I also love to attend company sponsored trainings. If you quit expanding your knowledge and quit getting better, how can you increase your prices?

Your service manuals can help you expand this knowledge. Even though I think our service manuals could be better, they also have deeper levels if you study them again and again. I call people for feedback a year or two after they purchase my repair DVD. I am amazed how many viewed it once or twice, and that's all. There are concepts in it they missed because they didn't even know the basics on their first viewing. Only after they digest the basics can they start to grasp the next level. Ever watch a movie twice? It is amazing how much you miss the first time around.

I remember studying a repair concept years ago concerning resetting a stepper motor of a Husqvarna. Only after many, many attempts did I have success. I failed over and over but kept thinking about the process, and eventually I discovered the problem. It was a first run of the manual, and they simply forgot one step (well actually it was there, just in the wrong order). I experimented with the electrical starting point of the motor and its relationship to finding its center point. Once I understood it completely, I saw how the mechanical system had to be balanced to work properly. Weird problems in computer machines happen when mechanical movements bind or can't calmly reach their extreme left or right position due to improper assembly.

I hope you are a better technician in 2017 than you were in 2016. You only get better by challenging yourself. It can be painful and trying, but it is worth it!



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Colonial Organic Cotton Thread is strong, 50wt. extra-long staple 100% Egyptian cotton. Its production uses no toxic chemicals, in accordance with the strict Global Organic Textile Standard rules. By using Colonial Organic Cotton, you are choosing a healthy alternative for yourself, as well as contributing to a cleaner, chemical-free environment.

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# Jump on the Garment Decorating Trend – *with Stahls'*

Are your customers crafters and home-based entrepreneurs looking for ways to embellish garments with their craft vinyl cutter? Did you know there's a growing demand for heat transfer vinyl that presents big profit opportunities for your store?



Stahls' invented heat transfer vinyl, and today we're the world's #1 manufacturer of heat presses and CAD-CUT Heat Transfer Vinyl. Our products are used by leading sportswear brands as well as high volume screen printers and embroiderers all over the world.

To bring our high-quality CAD-CUT Heat Transfer Vinyl to home-based users, we've launched the Stahls' On-Demand program. Through this network of authorized dealers, home-based crafters can get Stahls' certified high-quality materials in the quantity they need with same day pick up.

We are currently seeking dealers to join the *Stahls' On Demand Authorized Dealer Program* and supply CAD-CUT Heat Transfer Vinyl to the home-based user. The program includes:

- A protected territory
- Sales support
- Marketing materials
- An extensive training curriculum through Stahls' TV, the leader in industry education.

Your customers rely on you to give them what they need, so jump on the garment decorating trend as a *Stahls' On Demand Authorized Dealer*.





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Cocktail Reception

# Pals Products Inc. Meets Quilters' Needs



Pals Products Inc., founded by Gary and Janice Johnson in 2005, will be attending their first VDTA Show with a wonderfully economic product selection. They are particularly excited to showcase their new sewing table and sewing chair that will save customers both space and assemblage time.

Other popular products by Pals cater to the sewing and quilting industries. Pals' first product - Iron Pals - was designed to ease the annoyances of conventional ironing, though a local sewing machine retailer suggested to Gary and Janice that quilters would benefit from the product when ironing yardages of fabric. After approaching United Notions / Moda Fabrics with their idea, they introduced the product to market.

With Gary's background in manufacturing and engineering, Pals Products Inc. continued to develop other requisite items including Bolt Buddies, a product that solved a local quilt shop's dilemma of having to use straight pins on fabric bolts. Staff and customers were repeatedly pricking themselves and bleeding on the fabric, but Bolt Buddies' stainless steel clip minimizes side movement and keeps fabric tidy.

Then when Gary and Janice were challenged to create a hassle-free product for changing out quilt displays in shops and stores, the Pals Hanger was born. The Pals Hanger is a versatile, lightweight aluminum clamping hanger that connects together for any preferred length, significantly reducing ladder time and ladder risks. In addition to the Pals Hanger for quilt displays, the Pals Quilt Display Tower offers a way to display quilts and wall hangings independent of a wall, with or without a sleeve.

Pals Products Inc. strives to claim "Made in the USA" and is working to accomplish this goal for their hardware components, too. With their products being used by quilt guilds in Canada, The United Kingdom, and Australia, Pals is grateful to receive positive, unsolicited feedback from around the globe and chart a course for their next improvement and innovation.

**Visit Pals Products Inc. in Booth #940 at VDTA 2017 in Las Vegas**

## Back By Popular Demand

# THE NOSTALGICS BAND

Band members include:  
Tim Myers, Rick Taylor,  
Hardy Wright, Russ Kleiner,  
Skip Moore, & Frank Gonzales

### VDTA • SDTA Awards Presentation & Cocktail Reception

Saturday, February 11 at 6:30 PM  
Westgate Resort

Sponsored by **Tacony**

# bernette Introduces New Line of Machines

*New bernette line consists of three mechanical models, two computerized models, and an overlocker*

bernette

SWISS DESIGN

bernette, which is marketed and sold by BERNINA, is pleased to introduce an entirely new line of bernette machines. The new line consists of three mechanical sewing machines including the b33 (MSRP \$269), the b35 (MSRP \$339), and the sew&go1 (MSRP \$199); plus two computerized sewing machines including the b37 (MSRP \$549) and the b38 (MSRP \$749); and the b44 Funlock Overlocker (MSRP \$599).

The new bernettes offer competitive features in a modern and sleek design. The new bernette Series will be available in early 2017.

“The bernette line offers sewists of all skill sets a variety of machines in the entry-to-mid-level price range,” said Paul Ashworth, President and CEO for BERNINA of America. “The Swiss designed bernette 30 Series machines and bernette 44 Funlock Overlocker are an excellent choice for budget-conscious sewists looking for reliable machines that are easy to use. Sew&go1 is also a very affordable machine for sewists of all skill sets.”

The **b33 and b35 Mechanical models** are Swiss designed and easy to operate, have a front-load hook system, and a sewing speed of 860 stitches per minute. The b33 features 15 stitch patterns and the b35, 23 stitch patterns. Additionally, the machines have an LED light, high stitch quality, and a needle threader.

The **b37 and b38 Computerized models** are stylish, two-colored Swiss designed machines that have a drop-in bobbin, a 7mm stitch width, and the needle stop up/down function. The b37 has 50 stitch patterns and the b38 has 394 stitch patterns, which include alphabets. Additional features of the b38 are the automatic thread cutter and comes standard with an extension table.

The **b44 Funlock Overlocker** is a 2-3-4 thread Swiss designed overlocker that is value-priced and offers sewists 16 stitch options. Stitching at 1,300 stitches per minute, the bottom drive knife, differential feed feature, and integrated rolled hem option make the b44 a very desirable machine for the budget-conscious sewist.

Lastly, the **bernette sew&go1** has 9 stitch patterns, a 4-step button hole, 750 stitches per minute, and a front-load hook system. It also has a presser foot pressure adjustment, an LED light, and a thread cutter.

For more information about this series, visit [www.mybernette.com](http://www.mybernette.com).

**About the Company:** Marketed and sold by BERNINA, the bernette brand of sewing and embroidery machines range from simple sewing machines for beginners to computerized sewing machines for the contemporary and creative sewer. bernette sewing and embroidery machines are versatile and reliable, with a great value placed on sturdiness and durability of design. To learn more, visit [www.mybernette.com](http://www.mybernette.com).

# Belagio Enterprises, Inc. Growth in Crafts, Quilting and Apparel Trims

By: Debi Schmitz of Belagio Enterprises, Inc.

**B**elagio Enterprises, Inc. has been an import leader in the home décor industry for over a decade, providing top quality, stylish, and competitive trims. Customers include retail stores, chains, interior designers, and manufacturers of fine furniture, bedding, curtains, and other home accessories.



Working with trend advisors and color specialists around the world, Belagio has become a leader in design. We are proud of our quality home décor trims including tassel trims, braids, tapes, beaded trims, tiebacks, and brush fringes. We display our books in countless showrooms around the country and strive to keep the product fresh with new colorways as the trends and decorating seasons evolve.

Recently, Belagio added COMO Fabric Company. This fabric medley includes velvets, suedes, chenilles, sheers, and a few eclectic fabrics for the specialty market. It has become an integral part of our home décor collection.

Our fashion, crafting, and quilting presence has grown extensively as well. We've expanded to include a very prominent rhinestone/bridal collection that showcases iron-on rhinestone trims, sew-on rhinestone trims, loose rhinestones, rhinestone appliqués, and fantastic rhinestone button and brooch collections. Having strong connections throughout Eastern Asia, we can deliver domestic and import shipments to customers' doors.

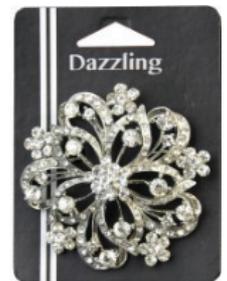


**Booth #753**

Proudly being told that we bring the most creative products to the marketplace, we work even harder - tracking trends year long, scouting trend sites, and visiting China at least twice a year to add new items for our loyal customers. New assortments include: denim trims, faux leather trims, metal-look stud trims, appliqués, and wood & coconut buttons. Laces include cotton Cluny to fancy venise. Novelty, juvenile, feather, and natural trims of burlap and jute round out the catalog.

Basic trims encompass pom trims, sequin trims, stretch sequin trims, chainette trims, headband trims from 2" to 9," and a ric rac line of four popular sizes including the largest one we can find - 2 1/4" wide!

The accessory line is comprised of boot bracelets, rhinestone brooches, rhinestone hair pieces and stretch headbands, and dimensional flowers that have a lapel pin and hair clip attached. Although considered fashion items, these products are often used in quilting, crafting, and home décor.



Looking for a product? Contact us! We will do our best to source products for you, even products that wouldn't normally fit our wheelhouse. From concept to production, we will partner with you to find or create the perfect product within your budget and delivery schedule.



18.5" Length

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# Fine Fabrics & Modern Haberdashery



Two companies working together in fine fabrics and modern haberdashery will be making their VDTA•SDTA debut this year: Clothworks of Seattle, WA and Frou-Frou Paris of Paris, France.

Clothworks has been in the quilting fabric business for over 50 years with a reputation for great quality and a broad range of contemporary and traditional designs. From the vibrant colors of designer Laurel Burch to their fashion forward Indonesian “Fresh Batiks” and young, mom-friendly line of “Everyday Organic” prints and solids, Clothworks has it all. They recently launched “American Made Brand,” a line of fabrics produced entirely within the USA. As they like to say: “These fabrics are not just made here, they’re grown here.” At the show, Clothworks will feature their easy-order, always available basics and range of easy-to-buy pre-cut fabric kit bundles.



Frou-Frou Paris has taken the modern sewing world by storm with their own boutiques around the “City of Light” and customers across France, Belgium, and Switzerland. Recently on a push to expand their presence internationally, they’ve partnered with Clothworks to introduce and grow their business here in the United States. They have perfected the art of introducing sewing to a new generation with a line of ultrafine poplin, voile, and lawn fabrics in addition to color coordinating fashion trims, lace, ribbons, buttons, accessories, and easy to sew projects. Stop by their booth to experience firsthand the future of contemporary sewing.

For more details visit [Clothworks.com](http://Clothworks.com) and [Clothworks.com/frou-frou](http://Clothworks.com/frou-frou).

**Clothworks and Frou-Frou Paris will be exhibiting in adjacent booths 461 & 560 in the Gallery of Quilting, Embroidery, and Fabric Arts at VDTA 2017.**

## Sew and Vac Media Drives Dealer Traffic!

Losing sales to online competition? Or the guy down the street? Stop waiting to get into Digital Marketing.

Visit booth 941 to see how you can get a **FREE MONTH** of online marketing.

With over 20 years combined experience helping companies drive traffic to their websites and storefronts, Sew and Vac Media can boost foot traffic to your store and increase repairs and new sales.

From websites to paid research, we have the knowledge and experience to become an extension of your team and build your brand.



# be the *Difference* 365™

*Raising Hope. Targeting Ovarian Cancer.  
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Ovarian Cancer is the **7th** most common cancer in women worldwide and causes more deaths than any other cancer of the female reproductive system. Over **21,000** women will be diagnosed with ovarian cancer this year, and over **14,000** women will die.



## Four projects, four ways to profit. Sew and Save Our Women. One cause.

Come find Be the Difference Foundation in Booth #557 at VDTA to learn more about how your store can be the difference in the fight against ovarian cancer. See you in Vegas!

*Beyond Elegance Handbags*



*Luxury Wraps*



*Pretty Pincushions*



*Hanging in Style*



# Productivity Questions for a Successful Year

A new year can be a professionally rewarding time if you consider a few powerful, productivity questions. Most of us are good at making to-do lists, but we're not so good at adjusting things when overwhelmed by other tasks.

These productivity questions require you to reflect on how you spend time and what else you would get done if you had more productive time at work. Any change in time management will be a change in philosophy rather than an "instant coffee" type solution.

Consider these steps as you look to improve your productivity in 2017:

## WHAT ARE YOUR TOP FIVE?

What are the 5 things that are your top priorities at work? Identify the tasks that are most important to your job and your business.

You may be tempted to say that everything is important. Resist that urge. Your time should not be an "all you can eat buffet" of tasks. Some of you may have to look at your job descriptions to remember these duties, especially if you've been overwhelmed with changing priorities or emergencies that require diverted attention.

Your top five tasks should be the things you spend most of your time performing and should make up 80% of your day.

## WHAT HELD BACK YOUR PRODUCTIVITY?

Think about those times when you ended the day and felt no progress had been made toward your big picture goals. Try to identify what kept you from focusing on your top five tasks and if there's a way to minimize its impact.

Sometimes this process can be as simple as closing your door, turning off your phone's ringer, or not responding immediately to low priority email.

Often, you're doing something innocent like turning a quick cup of coffee into a long discussion with colleagues about the past weekend's sports. While I'm not saying that you should avoid talking to coworkers, you should monitor how much time it consumes.

By knowing where you lost time, you can start to control these distractions and take the mystery out of your day.

## WHAT CAN YOU DELEGATE?

Even the most effective people can find themselves doing tasks that contribute little to their productivity. Often, these are things you used to do or know how to do best. Despite your knowledge and skill, you need to let someone else do them, especially if they are not or no longer in your job description and not something for which you are being compensated. You should provide support and guidance to whoever picks up these tasks with the expectation that you're going to stop doing them.

You should also consider whether you choose to do these old assignments because they provide you an excuse for not focusing on your new and potentially challenging duties. It can be a common stall tactic that lets you procrastinate what is uncomfortable. While trying new things can be scary, it's more frightening to realize that you're delaying the work for which you will be ultimately judged.

Delegation can also give another employee a chance to develop new skills, which in turn, increases their value to the organization.

## FINAL THOUGHT

It is possible to make the new year a more successful one with these productivity questions. The key is committing to evaluating where you are, why you're there, and how you can become more strategic with your time.

**About the Author:** Ken Okel speaks to smart leaders and associations who want to unleash employee production, performance, and profitability. He introduces them to principles learned from his careers in TV News, Disaster Relief, and running a Professional Ballet Company.

He is the author of the book, *Stuck on Yellow: Stop Stalling, Get Serious, and Unleash Your Productivity* and the host of the *2 Minute Takeaway Podcast*. See and hear Ken in action at: [www.KenOkel.com](http://www.KenOkel.com).

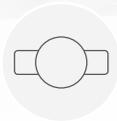


# ricoma EM-1010

## 10-Needle Home Embroidery Machine

### UNIQUE FEATURES

- 4 Hoops - (2.8", 4.3", 7.5", 12.2")
- Cap attachment
- Lightweight - only 99 pounds!
- Max speed - 1000 SPM
- Wilcom Software
- 20 million stitch memory
- 7" HD color LCD touchscreen
- Automatic thread trimming
- Automatic color change
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Preset Hoops



Intuitive 7" HD Color Touchscreen



10 Needles



12.2" x 8.2" Embroidery Area



Patented Intelligent Thread Break Detection Technology



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Exclusive Regional Dealership Opportunities Available

*Enhance your productivity with our easy-to-use, lightweight, 10-needle, portable embroidery machine.*



The EM-1010 is a single-head, 10-needle machine designed for home embroidery enthusiasts, hobbyists and crafters. With a 7" user-friendly LCD touchscreen, it is truly redefining what a home embroidery machine can be.

The EM-1010 comes complete with an industry-leading 25-year warranty. It is also fully loaded with a 7-piece accessory kit, including a cap attachment.

The EM-1010 has become the first choice of embroidery enthusiasts because of its affordability and user-friendly design. The machine itself allows you to simply upload (either via USB or LAN) a digital image and within a few clicks, you are ready to start your next creation.

### Included with the EM-1010

Stand with wheels  
20,000 stock designs  
Starter Kit

Software  
Toolbox  
Hoops + Cap System!

**Hatch**<sup>®</sup>  
by **WILCOM**<sup>™</sup>

Hatch embroidery software by Wilcom  
bundled with each EM-1010

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