

# SDTA NEWS

SEWING DEALERS TRADE ASSOCIATION

The trade publication for the independent retailer  
January 2018 | ISSUE 150 [www.vdta.com](http://www.vdta.com)

SDTA

SEWING  
QUILTING  
EMBROIDERY  
Professional™

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Targets Success  
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SQE Professional™ is a business-to-business trade magazine published monthly by the Vacuum & Sewing Dealers Trade Association (VDTA•SDTA). It is designed exclusively for the sewing, quilting and embroidery industry and all related products. SQE Professional™ is distributed to sewing, quilting, fabric retailers, manufacturers, distributors and suppliers located in the U.S.A. as well as around the world. The entire contents copyright 2018 by CD Management. Printed in the U.S.A. All rights reserved. Permission must be obtained in writing to reuse contents in any form prior to reuse.

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

# Letter from the President

## Happy New Year!

*What's Your Resolution for the Year?*

Wow, we made it to another year. For me, once January hits, I look at it as the downhill slope to summer, my favorite time of year. It is also a time we look at our business and make resolutions.

The Association has resolutions that must be accomplished for the new year. Resolutions include: new ideas for the magazines, securing new members, increasing our advertising sales, staying in better touch with our current members, and making the trade show the best yet for our attendees.

This is a lot, and it's tough to do with our small staff. Luckily everyone here at the Association is dedicated to their work. Everyone at the Association knows we need more new members, we need more advertising, and we need to make sure the VDTA•SDTA Trade Show and Convention is better every year!

Every year this small staff also puts together two magazines each month, and we print them at our office. Yes, we have our own press. The magazine is printed, stitched, and labeled at the Association office.

The trade show and convention is mainly planned and organized by 3 people in our office, and we devote a full year on preparation. Plus we have TREMENDOUS help from people in our industry who devote their time to their business and then devote time to assist us with this International event.

So when we call, get ready to join, it's only \$110 a year; get ready to place that ad, Craig has great rates for you to enjoy; and get ready to register for THE trade show for this industry, members pay reduced rates.

We want to thank those in our industry who take precious time from their own business to volunteer and help us dream up new ideas, find panelists for our programs, and make the trade show and convention better every year! We also want to thank our sponsors who believe in the industry and this Association.

So when you attend VDTA•SDTA in Charlotte, North Carolina, please take extra time to attend our programs and thank the panelists, the instructors, the moderators, and the sponsors of our events. These industry greats have better things to do, but they choose to help the Association make this event successful, as they know how important this Association is to the industry and community where you work, live, and play.

Have a prosperous year!

Judy



**brother**  
at your side

2017-2018 Platinum Sponsor



# Thank You Members

The following is a list of members who recently renewed their membership or 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

AE Carter Distributing	Salt Lake City, UT	March 1990
Bissell Homecare Inc	Grand Rapids, MI	Oct 2000
Brother International	Bridgewater, NJ	Jan 1994
CWP Technologies	Cleveland, OH	Jan 1987
Electrolux Canada	Mississauga, ON, CAN	April 1987
PacVac Pty Ltd	Kewdale W., AUS	Dec 2016
Pro-Line Distributing	Cypress, TX	Dec 1989
Sharkninja (Formerly Euro-pro)	Needham Heights, MA	Oct 2009
Tacony Corporation	Fenton, MO	Jan 1987

## DEALER MEMBERS

A-1 Vacuum Solutions of Boone	Boone, NC	Nov 2009
AAA Vacuum and Sewing	Cupertino, CA	Dec 1995
AAA Vacuum Cleaner Co	Dallas, TX	Jan 1986
Aardvac	Frisco, CO	Nov 2009
Above & Beyond Creative Sewing	Congers, NY	Jan 2013
Ace Vacuums Inc	Bellflower, CA	Jan 2015
Ann Silva's BERNINA Sew Ctr	Albuquerque, NM	Oct 2012
A-One Vacuums & Appliances	Santa Rosa, CA	Feb 2012
Arvin's HOME Systems Inc	Manteca, CA	Jan 1999
Atlanta & Augusta Sewing Ctr	Augusta, GA	Jan 1997
Atlantic Vacuflo Ltd	Darmouth, NS, CAN	Nov 2010
Beckie's Sewing Ctr	Tazewell, TN	Jan 2016
Bellcorps LLC	Anchorage, AK	Nov 2016
BERNINA Sewing Ctr/ Swiss Made	Overland Park, KS	Jan 2001
Bismarck Sewing & Quilting	Bismarck, ND	Jan 2012
Bittersweet Fabric Shop	Boscawein, NH	Nov 2010
Black Forest Home Security Systems	Colorado Springs, CO	Nov 2008
Brady's	Idaho Falls, ID	Oct 1981
Brooklynn Vacuum Sewing & Appliance	Brooklyn, NY	Sept 2016
C&L Vacuum Cleaners	Peoria, IL	Oct 1987
Central Vacuum Stores Inc	St. Petersburg, FL	June 2001
Chicky Chippi LLC	Saginaw, MI	Dec 2014
Cor-Kev Inc	Freehold, NJ	Nov 2006
Cutter Vac LLC	Fond Du Lac, WI	Nov 2016
Cynthia's Fine Fabrics	Tamarac, FL	Nov 2017
Dave's Vacuum Clinic Limited	Bridgewater, NS, CAN	Dec 2015
Discover Sewing	Atlanta, GA	Sept 1999
Dulwich Hill Sewing Ctr	Dulwich Hill, NSW, AUS	Nov 2017
Elite Vacuums Plus	Las Vegas, NV	Dec 2002
Ereplacementparts.com	Midvale, UT	Jan 2011
Frye's Sweeper & Sewing Ctr	Altoona, PA	Jan 1999
Gary's Sewing Ctr	Pocatello, ID	Dec 2016
Hamilton Vacuums	Andersonville, TN	Nov 2016
Heirloom Creations	Sioux Falls, SD	Jan 2013
Hi Fashion Sewing Machines	Grand Junction, CO	Jan 2016

High Point Sew & Vac	High Point, NC	Jan 2017
Hillsboro Vac & Sew	Hillsboro, OR	Jan 2014
Hip Switch	Albuquerque, NM	Nov 2017
Huntsville Sew & Vac LLC	Huntsville, AL	Jan 2013
In Stitches Embroidery & Gifts	Beaumont, TX	Oct 2017
Indiana Vac LLC	Indiana, PA	Dec 2014
J&R Vacuum & Sewing	Bismarck, ND	Dec 1984
Kingdom Sewin & Vacuum	Northridge, CA	Dec 2012
Kritz Vacuum & Allergy Relief	Highland Park, IL	Nov 2010
LOK General Store LLC	Odon, IN	Oct 2013
Midwest Sewin & Vacuum Ctr	Wichita, KS	April 1985
North Country Quilters & Sew & Vacuum Ctr	Rumney, NH	Nov 2017
Phil's Electric Vacuum Ctr	San Francisco, CA	Jan 2000
Phil's Sewing Machines Inc	Washington, MO	Jan 1997
Quality Vac	Landsdowne, PA	Jan 2001
Richardson Sales & Srv	Council Bluffs, IA	Jan 2006
Ridley's Vacuum & Janitorial Supply	Houston, TX	March 1982
Rutten's Vacuum Ctr	Carroll, IA	Sept 1981
Sew and Vac Inc	Poughkeepsie, NY	Sept 1999
Sew Magarbo	Ashburn, VA	Dec 2015
Sew Right Inc/ BERNINA Sewing Ctr	Pahrump, NV	Jan 2003
Sew Smart LLC	Wausau, WI	Jan 2013
Sewing & Vacuum Warehouse	Houston, TX	Jan 2007
Sewing Parts Online	Dickson, TN	Nov 2007
Sewing World	Amarillo, TX	Jan 1999
Shore Vacuum	Rehoboth Beach, DE	Nov 1999
South Beach Hardgoods Co	Miami Beach, FL	Jan 2011
Southern Maryland Vacuum & Sewing	Lexington Park, MD	Dec 1994
Stanton Miles	Westport, CT	Nov 2013
Stitch It	Fort Collins, CO	Oct 2017
Stitcher's Quest	Fort Walton Beach, FL	Nov 2015
Summit Sales Group	Worcester, PA	Jan 2003
Sweeper World	Terre Haute, IN	Nov 2000
T&H Sweeper	Muncie, IN	Jan 2014
The Downtown Sewing Machine Co	Henderson, NV	Aug 2016
The Vacuum Store	Frederick, MD	Jan 2003
Times Square Sewing Complex	Jacksonville, IL	Dec 2015
Tinker Jacks	Akron, OH	Nov 2008
Vacuum Cleaner Ctr	Williamsville, NY	July 1981
Vacuums and More	West Palm Beach, FL	Aug 2015
Walnut Creek Vacuum	Walnut Creek, CA	Dec 2010
Waterloo Built-In Vacuum Co	Waterloo, IL	Dec 2005
Whatever's Quilted Inc	Wake Forest, NC	Oct 2017
Windsor Vacuum	Des Moines, IA	Nov 1995
Windy Moon Quilts	Reno, NV	Dec 1999
Winn-West Distributors	Winnipeg, MB, CAN	Dec 2001

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Oklahoma Embroidery Supply & Design  
2018 VDTA•SDTA  
Show & Convention Gold Sponsor

# We Want to Write About You!



## 2018 Dealers of the Month

### Help The Industry

by sharing your best practices, advice,  
and what makes you successful.

**Nominate YOUR OWN business or another dealer.**

**Fill out the form TODAY, see page 9 or [www.vdta.com](http://www.vdta.com)**

Mail to 2724 2nd Avenue, Des Moines, IA • Fax to (515) 282-4483 • Email to [mail@vdta.com](mailto:mail@vdta.com)

### INTRODUCING THE QUILTA™ LONG ARM QUILTING LAMP

The Quilta™ long arm quilting lamp has been specifically designed to fit most long arm quilting machines. Fully approved and tested on well-known brands, this lamp requires no tools to be fitted.

The secure attachment straps have locking clasps which are fully adjustable to fit different handle shapes and sizes.

The arms are flexible and adjustable to allow precise positioning of the shade – exactly where extra light is needed.

The rotating shade directs the light to different areas of the quilt.



**BRIGHTEN YOUR QUILTING WITH A QUILTA™**

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

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

### Company Information

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

### Membership Category

☐ **Independent dealer enrollment: \$110.**

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

☐ **Associate member: \$625 each year.**

Identified as a wholesale manufacturer/distributor/supplier. Businesses located in the U.S. or International.

☐ **International member: \$150 each year.**

Identified as a dealer not located in the U.S. or Canada.

☐ **Miscellaneous Membership: \$150 each year.**

Includes: Manufacturer representatives, independent consulting firms, and advertising agencies.

#### SEWING\QUILTING

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

#### FLOORCARE

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

#### Dealer Membership & Renewal

1 Year Membership	\$110
2 Year Membership	\$190
3 Year Membership	\$250

#### Multi-Store Membership Renewal

#### Associate Membership

#### International Dealer Membership

#### Miscellaneous Membership

#### Sewing Educator Alliance Membership

\$150  
\$625  
\$150  
\$150  
\$60

- Do you attend VDTA•SDTA conventions? ☐ Yes ☐ No  
• Do you have a repair department? ☐ Yes ☐ No  
• Do you teach sewing or quilting lessons in your store? ☐ Yes ☐ No

### Payment Information

All payments must be made in U.S. funds

☐ Check ☐ MasterCard ☐ Visa Amount: \$ \_\_\_\_\_

Cardholder Name (Print): \_\_\_\_\_

Card #: \_\_\_\_\_ (CCV# \_\_\_\_\_) Exp Date: \_\_\_\_\_

Card Registered Address (If different than above): \_\_\_\_\_

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

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





# JOIN VDTA • SDTA

## As a new member you'll receive:

- Monthly trade magazines with industry news, tips, and **new ideas**  
*SQE Retailer™* 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 – 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**, 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!***

**Only** at the **2018 VDTA • SDTA SHOW**  
in conjunction with the   
**1ST ANNUAL QUILT RETAILER TRADE SHOW**



# THE SWEEP

What is “The Sweep”?

## **MEGA Buying Specials for Dealer Attendees only.**

*Participating exhibitors will offer an exclusive buying special at their booth during designated “Sweep” hours.* Buying specials will vary between exhibitors; make sure you’re on the SHOW FLOOR Sunday afternoon and Monday morning for this event.

### **WHEN:**

March 25, 2018, 3 PM - 5 PM  
**AND** March 26, 10 AM - NOON

### **WHERE:**

Charlotte Convention Center,  
Halls B & C

**Participating exhibitors include: Sunheat Intl, Shannon Fabrics, Daylight Co, Fresh Wave, Studioe Fabrics, Blank Quilting Corp, and more!**

For questions, contact VDTA at 800-367-5651 or [mail@vdta.com](mailto:mail@vdta.com), or visit [VDTA.com](http://VDTA.com) for more details.

# 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.

# BERNINA of America Donates Nearly \$20,000 to Hurricane Harvey RELIEF FUND

*Contribution will support victims still struggling from recent Hurricane Harvey*

**B**ERNINA of America, a premier manufacturer of sewing, embroidery and quilting machines, is pleased to announce that it is donating nearly \$20,000 to the Hurricane Harvey Relief Fund. Prior to exhibiting at International Quilt Festival Houston, BERNINA announced that it would donate 2 percent of its sales revenue generated from the Festival. The International Quilt Festival Houston is the largest annual quilt show in the United States that attracts people from over 35 countries. This year it was held November 3-5 at the George R. Brown Convention Center in Houston.

"BERNINA of America has participated in the International Quilt Festival Houston since its inception 43 years ago, and has 23 BERNINA Dealers in the Houston area. This history, coupled with the connection we have with our customers, compelled us to find a way to support the victims of Hurricane Harvey and help rebuild the community. We hope this donation, along with the donations of many others, will help make a difference," said Paul Ashworth, President of BERNINA of America.

The International Quilt Festival Houston takes place each fall in Houston, Texas and attracts 55,000 people from over 35 countries. With more than 1,000 booths and 500 classes and lectures, the public can experience great shopping opportunities and learn new skills. Additionally, the International Quilt Market is the only wholesale tradeshow for the worldwide quilting, textile, and soft crafts industry; in the fall, it is held prior to the Int'l Quilt Festival Houston. The spring festival edition is held in Chicago each year and will take place April 12-14, 2018. For more information about upcoming Quilt Festivals, visit [www.quilts.com](http://www.quilts.com).

**About the Company:** Founded in Switzerland more than 100 years ago, BERNINA is a worldwide premier manufacturer with a proven reputation for offering quality state-of-the-art sewing, quilting and embroidery machines, overlockers, and embroidery software. BERNINA's leadership is marked by an impressive number of ambassadors, industry leaders, influencers, and bloggers who choose to partner with the company. BERNINA products are sold in the United States through a network of over 400 fully-trained independent dealerships that also offer support and education. Select BERNINA and bernette machines and BERNINA software can also be purchased online. BERNINA products are designed for beginning to advanced sewists and priced to meet a variety of budgets, with new products being introduced every year.

## You can follow BERNINA on

Facebook: [www.facebook.com/berninausa](http://www.facebook.com/berninausa)  
Instagram: @BERNINAUSA  
Pinterest: [www.pinterest.com/WeAllSew](http://www.pinterest.com/WeAllSew)  
BERNINA's WeAllSew blog: [www.weallsew.com](http://www.weallsew.com).

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*made to create*

**To learn more about BERNINA and to find a Dealer,  
visit [www.bernina.com](http://www.bernina.com) or call (630)978-2500.**



# HoopSisters.com Announces the 2018 EmbroidaBlock™ of the Month, “Sisterhood,” and “Sisterhood Retreats”

*The latest EmbroidaBlock™ of the Month Designs are now available from HoopSisters*

HoopSisters is happy to announce that the ever-popular EmbroidaBlock™ collection continues to grow! “Sisterhood” and “Sisterhood Retreats” by HoopSisters are two great class options available to sewing machine dealers to use for classroom purposes.

“Sisterhood” comes in five block sizes and is multi-formatted for all machine brands. HoopSisters now has over 50 designs and complimentary products available!

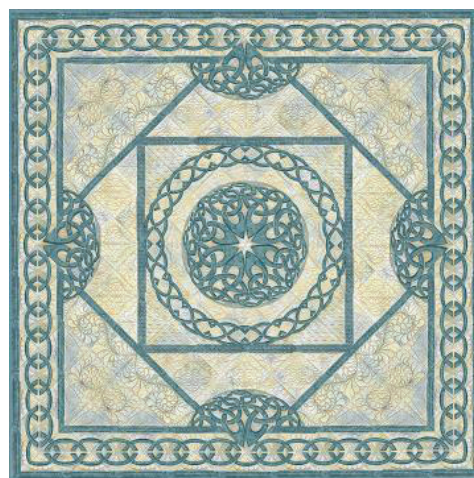
The Embroidablock technique is easy and unique – combining embroidery with piecing, quilting, and decorative stitching. It is so easy to learn, people young or old who have never sewn before love these designs.

2018 is also the first time HoopSisters has introduced small projects that can be made in the hoop of an embroidery machine. Not only can customers make a beautiful HoopSisters quilt, but also great small projects with “Sisterhood Retreats.”

Coming soon – HoopShape! Pre-cut pieces made to use with the Sisterhood Retreats projects.

For additional information on The EmbroidaBlock™ of the Month programs, contact HoopSisters at [aubrey@hoopsisters.com](mailto:aubrey@hoopsisters.com).

**About the Company:** HoopSisters.com was formed by two sisters’ love for high tech sewing. Products offered on the website include one block quilt designs, multi block designs, and many complimentary products such as: Trimmers By George! 2.0, HoopScissors, HoopScissors Mini, and Battilizer.



# Consumers and Retailers Win Big Over Thanksgiving Holiday

**Get the Facts**

*from the National Retail Federation*

From Thanksgiving Day through Cyber Monday, more than 174 million Americans shopped in stores and online during the Thanksgiving holiday weekend, beating the 164 million estimated shoppers from an earlier survey by the National Retail Federation and Prosper Insights & Analytics.

Average spending per person over the five-day period was \$335.47, with \$250.78 – 75% – specifically going toward gifts. The biggest spenders were older Millennials (25-34 years old) at \$419.52.

“All the fundamentals were in place for consumers to take advantage of incredible deals and promotions retailers had to offer,” NRF President and CEO Matthew Shay said. “From good weather across the country to low unemployment and strong consumer confidence, the climate was right, literally and figuratively, for consumers to tackle their holiday shopping lists online and in stores.”

Retailers’ technology investments paid off with consumers seamlessly shopping on all platforms through the long weekend. The survey found that over 64 million shopped both online and in stores. In addition, over 58 million shopped only online, and over 51 million shopped only in stores. The multichannel shopper spent \$82 more on average than the online-only shopper, and \$49 more on average than those shoppers who only shopped in stores.

The most popular day for in-store shopping was Black Friday, cited by 77 million consumers, followed by Small Business Saturday with 55 million consumers. The top two days that consumers shopped online were Cyber Monday with more than 81 million and Black Friday with more than 66 million. In addition, 63% of smartphone owners used their mobile devices to make holiday decisions, and 29% used their phones to make actual purchases.

“This year, consumers 65 and older proved that online shopping isn’t just for Generation Z and Millennials,” Prosper Executive Vice President of Strategy Phil Rist said. “However, younger consumers (those under 34) are still savvy when it comes to online shopping and leveraged their smartphones the most to browse for the best deals from some of their favorite retailers.”

The survey found that 11% of consumers shopped before 5 PM on Thanksgiving Day, while another 11% started at 6 PM. On Black Friday, 25% started at 10 AM or later.

On Cyber Monday, 49% of consumers started shopping early in the morning while 41% started in late morning, with 75% using their computers at home, 43% using a mobile device, and 13% shopping on computers at work.

The survey showed that shoppers were in the mood to find great deals. Among those who spent, 60% said the majority of their purchases were driven primarily by sales, and 48% said deals were better than earlier this season.

Top shopping destinations included department stores (43%), online retailers (42%), electronic stores (32%), clothing and accessories stores (31%), and discount stores (also 31%). Some of the most popular gifts purchased included clothing or accessories (58%), toys (38%), books and other media (31%), electronics (30%) and gift cards (23%).

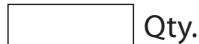
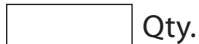
The survey, which asked 3,242 consumers about Thanksgiving weekend and Cyber Monday shopping plans, was conducted November 25-26 and has a margin of error of plus or minus 1.7 percentage points.

This year’s Thanksgiving weekend results do not include historical data from past years due to changes made to the survey methodology to help better understand consumers’ shopping experience and to include Cyber Monday in the calculations.

**About the Organization:** Prosper Insights & Analytics is a global leader in consumer intent data serving the financial services, marketing technology, and retail industries. They provide global authoritative market information on U.S. and China consumers via curated insights and analytics. By integrating a variety of data including economic, behavioral, and attitudinal data, Prosper helps companies accurately predict consumers’ future behavior to help identify market behaviors, optimize marketing efforts, and improve the effectiveness of demand generation campaigns. [www.ProspersInsights.com](http://www.ProspersInsights.com)

**About the Organization:** NRF is the world’s largest retail trade association, representing discount and department stores, home goods and specialty stores, Main Street merchants, grocers, wholesalers, chain restaurants, and internet retailers from the United States and more than 45 countries. Retail is the nation’s largest private-sector employer, supporting one in four U.S. jobs – 42 million working Americans. Contributing \$2.6 trillion to annual GDP, retail is a daily barometer for the nation’s economy.

# BROCHURES



# REPAIR TAGS

Qty.

## MACHINE LABELS

**XYZ Corp.**  
1234 Anywhere Ave.  
Anytown, USA 00000  
**(000) 000-0000**

Qty.

**PAYMENT MUST BE INCLUDED WITH ALL ORDERS.**

Subtotal: \$ \_\_\_\_\_

Shipping: \$ \_\_\_\_\_

Total: \$ \_\_\_\_\_

# ORDER FORM

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

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

Address:

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

Phone: Fax:

E-Mail: \_\_\_\_\_

☐ MasterCard      ☐ VISA      ☐ New Member - 250 Free

CreditCard#: Exp.Date CVW#:

Signature of card holder: \_\_\_\_\_

Credit Card Billing Address:

**Fax your order to 515-282-4483**

Total \$

## POSTCARDS

100 @ \$10  
250 @ \$20  
500 @ \$25  
1000 @ \$45

## MACHINE LABELS

500 @ \$80  
1000 @ \$95

## BROCHURES

1000 @ \$20  
2000 @ \$30

## REPAIR TAGS

500 @ \$75

**SHIPPING  
COSTS  
POSTCARDS**

Up to 300 @ \$9  
400-1000 @ \$11

## BROCHURES

1000 @ \$11  
2000 @ \$14

## REPAIR TAGS

1000 @ \$10



# *I Want to Be Different, I Want to Be Changed*

*"I wanna be different  
I wanna be changed  
'Til all of me is gone  
And all that remains  
Is a fire so bright  
The whole world can see  
That there's something different  
So come and be different  
In me."*

These are the words of a popular Christian song by Micah Tyler.

In last month's article, we touched on "Overcoming Evil with Good." The Holidays and the start of the new year are always a great time for reflection. This last Holiday Season I volunteered some hours working with the homeless. Bismarck has recently lost our homeless shelter, and our local United Way is housing the less fortunate at a local motel until another solution is found.

A few of us are doing intakes for the homeless on a rotating basis. It's been good for me as it has softened my heart a little more for the plight of those with housing struggles. With our local United Way and other agencies getting involved, it has helped to unify the effort, and we now are moving closer to a more permanent solution.

***"So, you might ask,  
'Isn't 5% too much to  
be taking off the top  
and giving away?'"***

Doing nightly intakes for the homeless has been rewarding and a great way to give back to our community. There was the 23-year-old mom with 3 kids who checked in. She was staying with relatives, but her living situation before becoming homeless was terrible.

There was also a woman who, when asked the required question of where she stayed last night, said, "On the street." The temperature was "North Dakota" nice, but still below freezing. Then there's the gentleman who has a minimum capacity to care for himself, out on the streets.

Each night these people and many more were fed, checked into the program, given taxi vouchers, and then transported to the motel. Not everyone who came was provided with housing, but most who showed up were truly in need. Qualifying questions included if they could pass a breathalyzer test, and checking for outstanding arrest warrants. Yes, some were found...

Working with the homeless in this manner has furthered my understanding of what it's like to be truly down and out, and has given me the resolve to work in our community to expound on something that keeps coming back to me, "Homeless Shouldn't Be Hopeless."

It's been said that in the hardest times of our lives, we are reminded to be grateful for what we have. It could always be worse. Look around and you will see hurting people, depressed people, people living in poverty, hungry people, lonely people, and many more people who just plain have it worse than you do.

Wait a minute. Is this one of Jim's "lift yourself up and move forward" talks? Before you stop reading, I want to say there IS a tie-in with business here. Read more.

Each month in 2017 we had been taking 5% of our machine sales and donating it to the Community Meal Project that Cindy and I are spearheading. We have also donated a portion of that 5% to The Banquet, an existing free meal we are working to expand. In the 4<sup>th</sup> quarter we also undertook our Love Bears charity sewing project. Over 1,000 Love Bears were produced with each one going to a local child in need.

So, you might ask, "Isn't 5% too much to be taking off the top and giving away?" It took a little while to build, but since we started giving 5% of machine sales to our community through the Community Meal Project, our sales and gross profit have both increased. The slowdown in North Dakota's oil economy and a drought affecting the surrounding farm and ranch economy had hurt our sales in 2015 and 2016. In 2017, promoting things like the Love Bears and donating 5% of our machine sales has created extra sales to more than make up for it. We went from a dismal 2015/2016 to a very respectable 2017 - PLUS we did some really great things in our community.

In other words, donating 5% of our gross machine sales to charity has been good for our business and for those in need. I challenge everyone reading this to get out of the comfort zone and try something similar. You'll be blessed in more ways than one!

*-Jim*

Questions? Comments?  
E-mail: [jimbarnhardt@msn.com](mailto:jimbarnhardt@msn.com)



**JIM BARNHARDT**  
J & R Vacuum and Sewing  
VDTA•SDTA Board Member



# Learn from Your Favorite Instructors

at VDTA 2018 in  
Charlotte!

March 22-26, 2018

with RNK



Any Dealer or Dealer Staff attending all Floriani Software classes on **March 22nd** will receive a **FREE Floriani Total Control-U**. Any Dealer or Dealer Staff attending all Embellish™ classes on **March 22nd** will receive a **FREE Embellish Maker!** Any Dealer or Dealer Staff attending all Floriani Software classes on **March 23rd** will receive a **FREE Floriani Total Quilter**. Call 865-549-5115 to reserve your seat. All you have to say is "I'm coming to the party!"

If you're attending pre-show classes,  
register now! Call 865-549-5115

## Thursday, March 22 PRESHOW

Hands-on Quilt-a-Rama  
with Kathi Quinn and Judy Fredenburgh.  
Open to ALL retailers

Ride the Digital Cutter Wave all  
the way to the BANK  
with Hope Yoder and Judy Fredenburgh.  
Open to ALL retailers

Introducing the "Embellish™"  
Dealer Program  
with Ricky Brooks and Hope Yoder.  
Open to ALL retailers

Introducing "The Embellish  
Maker" Software  
with Hope Yoder.  
Open to ALL retailers

What's New in FTCU  
with Trevor Conquergood and DJ Anderson.  
Open to all FTC-U retailers

## Friday, March 23 PRESHOW

My Floriani's Total Quilter  
with Kathi Quinn.  
Open to all FTQ retailers

Introducing "The Embellish Maker"  
Software  
with Hope Yoder.  
Open to ALL retailers

Introducing "Hands On™ Sewing  
Schools" by R&K Consulting  
with Ricky Brooks.  
Open to ALL retailers.

## Saturday, March 24 Show Day 1

Coffee with The Cosplay Ladies  
Open to ALL retailers

Introducing Sew Much Cosplay™  
with Tracy Mooney and Cheryl Sleboda.  
Open to all members of VDTA  
(dealers and staff)

Floriani's My Design Album (MDA)  
with Darlene Pollard.  
Open to all Floriani MDA retailers

Selling Floriani Stabilizers with  
Save 2 Sew  
with Darlene Pollard.  
Open to all Floriani Software retailers

Introducing the "Embellish™"  
Dealer Program  
with Ricky Brooks and Hope Yoder.  
Open to ALL retailers



**DESIGNS IN MACHINE EMBROIDERY**  
**Bucket List Embroidery Training**

**Friday, March 23**

**In the Hoop**

Teach your customers how to make the most sought after embroidery designs in the industry. Perfect Embroidery Pro has all the tools you need.  
**8:00 AM – 8:45 AM • Room 209B / 210B**

**Turn Your Embroidery Machine into a Longarm**

Learn how to make custom, shape and overall quilting designs to quilt any quilt. My Quilt Embellisher does it all.  
**9:00 AM – 9:45 AM • Room 209B / 210B**

**Piece in the Hoop**

Precision piecing has never been easier with the patented software, My Block Piecer. Share the top 10 piecing in the hoop tricks with your customers.  
**10:00 AM – 10:45 AM • Room 209B / 210B**

**Precision Lettering**

Nothing says homemade like unprofessional lettering. Learn how to 'say' it like the pros! Top 10 tricks in Word Art in Stitches.  
**11:00 AM – 11:45 AM • Room 209B / 210B**

**Ready-to-Wear Trends**

The only way to get today's look of whipped satins, chunky thread and open fills in Vintage Embroidery Software. Learn how to duplicate what you see in department stores with this user-friendly program.  
**12 PM NOON – 12:45 PM • Room 209B / 210B**

**Sunday, March 25**

**TES Exquisite Class**

"Keep Up – Do you know what your customers really want to embroider?" Times they are a'changing, and this holds true for today's embroidery trends. Do your classes and machine demos feature what your customers want to embroider now? Deborah Jones discusses how to freshen your machine demonstrations, embroidery club meetings, and event offerings.  
**10:00 AM – 11:00 AM • Room 209B / 210B**

**PRE-REGISTER**

CALL WAYNE WALKER @ (918)456-1973

# Groz-Beckert Takes Over Aachen Producer of Sewing Machine Needles Schmetz

**A**s news in the sewing industry, Groz-Beckert takes over the Ferd. Schmetz Group. The Ferd. Schmetz Group is a long-established producer of industrial sewing machine needles and has around 700 employees worldwide. The acquisition includes the production sites in Germany, Switzerland, and India as well as the global distribution network.

With this acquisition, the Groz-Beckert Group complements its existing range of products for the clothing industry. The Ferd. Schmetz GmbH will be continued as an independent company within the Groz-Beckert Group. The Schmetz brand and its product range will be offered through the existing distribution channels and partners without change.

The company Schmetz was already founded in 1851. The brand Schmetz stands for the manufacturing of high-quality sewing machine needles and is established for designers, quality managers, and producers as well as fashion ateliers and hobby sewers around the globe.

Groz-Beckert has been a supplier to the sewing industry since 1980. The portfolio of sewing machine and shoe machine needles of Groz-Beckert covers around 5,000 different types and stands for perfect precision. From classical underwear and outerwear, through leather processing, to highly complex non-standard applications, the product range covers every area of the textile and shoe industry. Groz-Beckert also has right solutions to offer for the field of technical textiles.





# Hotfix Fabric® Creates Pre-Fused Fabric Sheets!

*Break-through for home sewing and quilting market*

*By Hotfix Fabric Staff*

Hotfix Fabric® was established and introduced to the apparel decorating market in 2014 after eighteen months of research and development. We have been in business since 2006, starting in the apparel decorating market manufacturing rhinestone heat transfers. As the largest manufacturer in the USA, we are always looking for new trends. With the mixed media trend gaining popularity, we were looking for a way to add lace and fabric to rhinestone heat transfers.

Not happy with the fusible adhesives available on the market, we set a path toward creating Hotfix Fabric®. Our patent-pending process fuses our permanent adhesive and fabric to create a one-piece product. This makes our product easy to apply and gives the adhesive a longer shelf life than other fusible products. Hotfix Fabric was introduced to the quilting and sewing market in the fall of 2015. It is fabric selections from today's top designers that has our Hotfix Adhesive™ applied to it, creating pre-fused fabric sheets.


The Hotfix Fabric® comes in 10x10 sheet, and can be cut with any cutter like the Cricut, ScanNCut, Silhouette, and Die cuts. Once your design is cut, simply peel off the backing and apply it to your project using an iron. The Hotfix Adhesive™ has a permanent bond and can be applied to fabric, paper, and even wood.

The feedback that we received from folks we have met this year has been amazing. In fact, the feedback on our Hotfix Adhesive™ has resulted in the development of the Hotfix Express™, which allows the consumer to apply our Hotfix Adhesive™ to not only fabric but also to paper.

Our dealer customers include: Sewing by Ruth Barnhill - Baker, FL; English's Sew & Vac - Paducah, KY; Ellicott City Sew-Vac/JJ Sew - Ellicott City, MD; Heirlooms Forever - Tupelo, MS; All Stitched Up By Angela - Slidell, LA; Quilted Treasures - Rogers, MN, and more!

**Check us out at the 2018 VDTA•SDTA Trade Show in Booth #604!**





# NEW LOCATION INSPIRES VETERAN BROTHER DEALER TO BLEND GENERATIONS WITH BROTHER TECHNOLOGY

Blending generations with Brother technology is proving profitable for Capital Sew & Vac, an Authorized Brother Dealer in Cary, North Carolina, and the newest location for owner Charlie Hancock.

For over 40 years, Charlie has gained a lifetime of experience in the sewing industry operating seven locations selling Brother machines at each store. Today, he has four locations throughout North Carolina, but said he's set his sights on a new vision for Capital Sew & Vac.

"I've seen incredible technology develop in Brother machines over the years," Charlie explained. "Their latest innovation is sparking a new interest with the younger generation. Our newest location is lending a fresh business perspective by blending my knowledge and experience with my younger staff's enthusiasm and excitement over current industry trends."

Like his other locations, Capital Sew & Vac is seeing an uptick in heat transfer vinyl projects boosting his sales of Brother ScanNCut. "We are thrilled to see

younger customers walk through our doors and get excited about sewing and crafting," Charlie said. "We are embracing this trend by hiring younger staff to feed the excitement."

Charlie is proud to say his business spans two generations with his daughter Sharon Robbins overseeing the management at all four locations and son Michael Hancock managing the service departments. Douglas Schleter, his manager at Capital Sew & Vac, is fueling the trends in the new store with a positive outlook toward the new business. "We are focused on creating a fun and welcoming atmosphere in our store," Douglas explained. "It's important to engage our customers by learning their hobbies and pairing them with the latest Brother technology." Charlie says his new store is filling a niche catering to the younger generation in the Cary community. "The youth are our future and we have to build our business around their needs and interests," Charlie stated. "I've watched how Brother has evolved over the years and I'm excited to say we are evolving along with them."

Among his staff at Capital Sew & Vac is 18-year old Leah Gunter, his youngest employee who Charlie said, "blew him away" with her talent and determination. In the summer of 2016, Leah's father purchased the Brother Entrepreneur Pro PR1000e 10-needle embroidery machine for his daughter. A few months later, Leah started her own home embroidery business. "I feel like my generation has lost interest and appreciation for an industry like this, and see it as something of the past. You always hear about grandmothers and great-grandmothers sewing and quilting, but you hardly hear about aunts, sisters, or mothers," Leah said. "That is something I want to change." Charlie said Leah is making a real name for herself in the community. "It's this kind of dedication and entrepreneurial spirit Leah displays that has inspired us to redirect our business focus," Charlie said. Charlie is dedicated to sharing the latest in Brother innovation with the youth of North Carolina. For almost 20 years, he has participated in the Career and Technical Education (CTE) Summer Conference held in



Greensboro, North Carolina where he and his staff have brought Brother sewing machines every year to introduce to the teachers. "It's a wonderful experience seeing the teachers' reaction to the Brother machines and projects we bring every year," said Charlie. "We have a long-standing track record educating the teachers on the latest in Brother innovation." Over the years, Charlie has brought several Brother sewing machine models including the Innov-is 40e *Project Runway* Limited Edition computerized sewing machine, the PR Series multi-needle embroidery machines, The DreamCreator XE VM5100 combination quilting, sewing and embroidery machine, and most recently, the ScanNCut. "We are proud to say we have delivered Brother machines to schools in at least 12 counties throughout our state. Kids today love computers and innovation. Brother has hit it out of the park with today's youth to keep the craft alive."

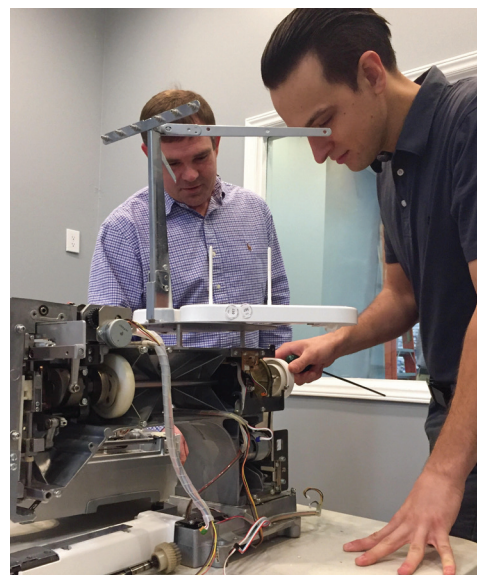
Focusing on the younger generation is taking Charlie's business in a new direction. Working with his younger staff has opened his eyes to the power of social media and capitalizing on the advertising opportunities Brother provides. "I learn from my staff every day," Charlie said. "I give them advice from my experience and they educate me on how they are promoting our business on Facebook and other social media outlets. It's a win-win all around." Charlie said Brother is the master when it comes to promotions. Over the years, he has advertised on the Brother-sponsored sewing show, *It's Sew*

*Easy* and has taken the company's lead on other sponsored shows such as the hit reality sewing show, *Project Runway*.

It takes dedication and hard work to build a successful business. Charlie said offering a service center in each of his locations over the years has been the building block to his success. "People feel lost when they don't know where to bring their machines for service," explained Charlie. "I believe it's important to help everyone, even if they didn't buy their machines from us. It's a good feeling to know we can support sewing enthusiasts in our community. It's this belief that has helped us build our business and earn their trust as new customers."

Looking to the future, Charlie says his partnership with Brother as an Authorized Brother dealer gives him confidence that his business will continue to flourish. "Brother has proven to be a leader in the industry with their cutting-edge innovation and technology," Charlie said. "Brother listens

to their dealers and takes our suggestions seriously. Just when you think you've seen it all, they amaze us with innovation we didn't know was possible."



**"I'VE SEEN  
INCREDIBLE  
TECHNOLOGY  
DEVELOP  
IN BROTHER  
MACHINES  
OVER THE  
YEARS..."**

Owner, Charlie Hancock





# SHANNON FABRICS TEAMS UP WITH INDUSTRY PARTNERS

***Helps Dealers Recommend the Right Tools for Customer Success!***

Shannon Fabrics knows that having the right notions and tools as well as quality sewing machines for the job can mean the difference between a successful, finished project and a frustrating disappointment. The staff at Shannon Fabrics have tried many different notions and tools and have first-hand knowledge of which ones work best and for which fabric.

They have chosen to partner with various companies in the industry that have the right tools for their fabrics. Shannon Fabrics is happy to provide you and your customers with the knowledge and know-how on how use these products properly to enhance the creative experience – whether that's sewing, quilting, embroidering, crafting, or any related activity.

"We believe in building strong industry partnerships," say the team members at Shannon. "Many of our trusted partners are listed below. Please join us in supporting these companies."

Aurifil, Baby Lock, BERNINA, Clover, Dritz, Fairfield, Famore Cutlery, KAI Scissors, Amann Group Mettler, ODIF USA, Olfa®, Omnigrid®, Quilter's Dream® Batting, RNK Distributing, SCHMETZ Needles, Superior Threads®.

"We have enjoyed partnering with Shannon Fabrics for education and new product lines. We shared fabrics with our educators during our annual educator training, and they were all thrilled. Also, we are in the middle of a full launch for our new Cosplay line and we have had great response in our booth when consumers/dealers see how to incorporate Shannon's 'fur' fabrics (amongst others) into costumes. Our plan is to create (with Cheryl Sleboda of Sew Much Cosplay) a full tutorial on how to successfully sew these fabrics into costumes and more!"

***~Kay Brooks, Co-Founder, RNK Distributing***

"BERNINA of America and Shannon Fabrics collaborate in various ways. One way we have collaborated with Shannon Fabrics is by supporting the Shannon Fabrics Ambassador program. We offer the BERNINA Creative Center as a location to hold trainings for their Ambassadors. Hosting the training at the BERNINA Creative Center allows the Shannon Fabrics Ambassadors to experience BERNINA machines. This is a benefit for BERNINA Dealerships as when an Ambassador presents an event at BERNINA dealerships, they have knowledge on BERNINA products."

***~Connie Fanders, Director of Education & Training, BERNINA of America***

"We're excited to be a partner with Shannon Fabrics! We've had the opportunity to work together with their brand ambassadors, focusing on thread education and highlighting the benefits of using a smooth, polyester thread like So Fine! #50 when quilting on Cuddle® fabric. We look forward to growing our partnership even more during 2018 with events, sponsorships, and more!"

***~Todd Purcell, Chief Revenue Officer, Superior Threads***

"OLFA partners with Shannon Fabrics in various ways. We've worked with Shannon Fabrics educators, sewists, Brand Ambassadors, and bloggers, supplying them with the newest products to produce the best results. OLFA also had a huge giveaway/contest in the summer. All of the participating companies including Shannon Fabrics donated products and helped spread the word about the contest. It was a great example of so many various organizations working together."

***~Yvonne Busdeker, Sr. Associate Brand Manager - Craft / OLFA***



"At Fairfield Processing, we have found that partnering with other companies that have similar or the same target markets is beneficial to not only the partnering enterprises but also the end-consumer. We have found our partnership with Shannon Fabrics to be hugely successful. Our customers know that we would only partner with and recommend companies whom we trust and admire. Our partnership with companies such as Shannon Fabrics, Dritz, Royal Stencil, [and] Aileen's glue to name a few, have proved to be very beneficial when it comes to marketing. All of our collaborative efforts are shared with the audiences for each of the partnering companies.

A few recent collaborations have been Fairfield's Room by Room initiative, where Shannon Fabrics provided many of the fabrics used in our beautiful sun porch. The projects from this "room" took off fast and furiously on the web. We had pillows made with Shannon's Embrace fabric, coverlets made with their Waffle Terry, with the internet favorite being the Caya Alpaca Tuffet made with Shannon's Curly Alpaca fur and Fairfield's Tuffet Kit.

At Fairfield, we also encourage our design team to use the products from our partners and give us their honest feedback. We share this input (good and bad) with our partners. Which in turn helps everyone to bring better products to market. It is important to us that we partner with companies who share our commitment to quality. Having partners who share similar or same target markets is not only fantastic for expanding marketing efforts, but is also great for staying-up-to-date with current trends, brainstorming about new ideas, and assessing customer and overall industry needs."

**~Robin Dann, Art & Marketing Director,  
Fairfield Processing Corporation**



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



# Event Planning that Targets Success!

## *Second in a 3-part Series*

In the last issue, I shared the first steps to take when planning an event that targets success.

- Setting a date: all things that should be considered
- Promoting that date: using Social Media, bag stuffers, etc.
- Selecting an educator/facilitator for the event: in-store/local teacher or trained educator from an outside company
- Budgeting for event and setting Registration and Kit Fees: defining your 'break even' point to determine fees, while considering all costs
- Event promotion: email, social media, and ways to get 'early sign-ups'

To continue Successful Event Planning, the next step is to delegate jobs that need to be completed, establish a timeline for completion/implementation, and decide the dollar amount of the overall event budget that will be appropriated for each job/task.

**Job Assignments.** First, make a list of the job assignments. This will include, but is not limited to:

- Event Promotion and Follow-up
- Decorations and Set-up
- Goodie Bags, Door Prizes, Games etc.
- Event Location Liaison
- Educator Liaison
- Food, Breaks, etc.

If you have an adequate size staff, you may be able to assign the above to staff members. If not, it is a good idea to look for help outside of your staff.

Prepare to pay for an Event Coordinator who may do all the planning for you, and then determine the fee you will be paying them. Either way, discuss budget for all areas.

A calendar for completion dates and 'team' meetings needs to be established to keep all areas of planning coordinated. This planning should never disrupt the effective day-to-day running of your business! Should I repeat that? **This planning should never disrupt the effective day-to-day running of your business!** That is the reason for assignments. Here are a few suggestions for some of the planning teams.

**Decorations and Set-up.** Work closely with the educator to determine the best room arrangement. This could be Theater Style with a projection screen, white board, microphone, etc. Or it may be Classroom Style with the above and each person will be sitting at a sewing machine (see photo). There are many other options, and it is important to discuss this with the team so decorations (if used) will not get in the way of the event's real purpose. If using decorations, 'beg, borrow, and steal' is a great way to decorate. **Oriental Trading Co.** also has items that make it easy to follow a theme. The Dollar Stores are also good sources.

**Goodie Bags and Door Prizes.** Determine how you will incorporate these items into the event. The Goodie Bag may contain items that will be necessary for completing the project or learning the technique to be presented. The costs involved could then be worked into the event's Registration Fee. This bag may also contain items that you have secured from vendors, pattern and notion companies, local businesses, and more. Do not be afraid to ask! If you don't ask, you certainly won't get.

The same is true of Door Prizes. The CAUTION that I have is – remember the focus of the event and don't get too carried away with interruptions for giving out Door Prizes. As an Educator for Sew Steady Westalee Quilting Templates, I have had this happen to me at events. I felt like I was the side-show to the Door Prizes! Sounds funny; however, when you have an educator, take time to discuss with them the best way to incorporate times for smooth execution – don't just interrupt. They have their 'plan' for the event as well and timing is critical to them.

**Food and Breaks.** Seems rather simple, but this aspect of planning and execution can make or break an event. Food is a very important part of Event Planning. It should be adequate, but not the main focus. If there is a theme for the event, follow that theme. Consider the room set-up. Will the attendees have to juggle their plates and cups because there are no tables? If so, make the food items easy to deal with. Keep drink options to a minimum but remember: not all people drink coffee so you need a second option. Discuss these situations with your team as you plan and prepare.



I have found that preparing all the food and drinks myself is exhausting and takes me away from what I need to be doing – greeting and mingling with my event attendees! I strongly encourage you to hire a caterer. It will be the best money you spend! Again, as an Event Educator, I have witnessed many **lost sales** because the host store owner and staff members were ladling out soup and spreading chicken salad on croissants rather than tending to product questions and sales. You and your staff need to remember – “Always be selling!”

For break times, have something refreshing and easy. Again, if there is a theme, that can be followed. Some ideas: Sundae Bar, Root Beer Floats, Veggies & Dip, and Fruit Kabobs.

**Location Considerations.** Securing the best location for your event is a large part of the event’s SUCCESS. Having the event in your store is a great idea IF your store can accommodate the number of people. A crowded event leads to chaos and in the future, attendees will remember that situation and elect NOT to sign-up even though you may have made significant changes. Perception is 80% reality, and difficult situations linger in the minds of those who experienced them. Consider:

- Will the attendees be bringing equipment; if so, do they have to climb stairs/take an elevator
- Room acoustics & lighting
- Comfortable seating options
- Microphone and speakers available
- Handicap accessible
- Kitchen available for convenient use
- Can you bring in your own snacks?
- Adequate electricity if you are using machines, irons, etc.

Delegating the responsibilities allows others to become involved with more ideas on the table, and the obvious – the work load is shared. As you can see, there are many things to discuss and consider when planning for a Successful Event. Engage your ‘team’ and make it fun.

In the third and final part of this series, I will share when it is best to have a Theme & When and Why NOT to have a theme. I will also discuss several Theme Ideas and Implementation, Pinterest Planning of Events, and wrap-up with My Event Meanderings.

*Westalee*  
DESIGN  
by *Sew Steady*  
Accredited Teacher

**DONELLE MCADAMS**  
Sew Biz Inc., Marion, IN



## YOU Can Create an Online School & Course!

*With Cindy Cummins, DIY Style*

**9 AM - 2 PM. Room 209 AB**

Online courses are HUGE in the DIY space (Craftsy any-one?!). Have you thought about creating your own How-To courses online but have no idea where to start? This hands-on workshop is for YOU if you’re ready to take your business to the next level with online instruction. An Online School is a great way to house your classes for instructor-led “live” workshops too. We will introduce you to an easy-to-learn LMS solution, instructional development, how to structure content, video capture, and more. We will set up your online school and framework for a mini-course. **\*\*Laptop required.**

**Offered at the 2018 VDTA•SDTA Trade Show & Convention in Charlotte!**

Presented at

**VDTA 2018**

# Embroidery Design Studio

*Supporting Your Customers' Embroidery Needs*

The last decade has shown a drastic change in the way people shop. The transition from driving all over town for the perfect gift to surfing the internet has resulted in enormous success for some retailers and massive failure for others.

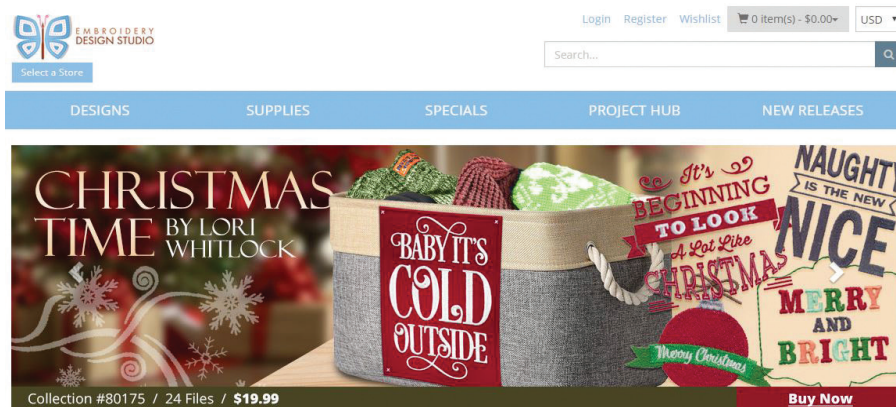
Now more than ever, it's vital that your brick-and-mortar store be a destination for your customer, who is becoming more and more tech savvy every day.

Oklahoma Embroidery Supply & Design (OESD) has created an online platform that allows you to sell embroidery designs and supplies with very little effort and earn a commission while doing so.

Embroidery Design Studio (EDS) is a 24/7 online shopping avenue for your business's embroidery customers. The website features over 50,000 embroidery designs, plus must-have embroidery supplies. A customer's purchased designs are always available for download from their online account at any time.

Is your customer looking for a single design for a special project? They can shop for exactly what they need at your new EDS online store. And best of all, you don't have to stock a huge inventory of designs. Go to the website on your business's computer and show your customer that vast array of choices – easy! Shop then and there or let them shop at home. Either way, you have supported your customer's embroidery needs.

When you sign up with us to be an affiliate, you're given a direct link that sends customers to your online store. Using your business's website and any social media avenues, you can promote OESD's new releases and special offers by giving customers your custom link.



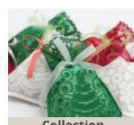
## Featured Items



Collection  
Freestanding Christmas Tree  
#12700



Collection  
Freestanding Lace Snowflake Doilies  
#12724



Collection  
In The Hoop Christmas Elegance Bags  
#12727



Collection  
Christmas Quilting by Urban Elementz  
#80164



Collection  
Colorful Poinsettias by Mo's Art Design Studio  
#80162



Collection  
Pixie Lights Multi-Colored  
#PIXIEMC2PK

Promoting and marketing your new online store is key. Most of your customers are on social media. Liking and sharing posts from OESD reaches new

sewing customers. Email marketing is an effortless way to reach your customers, too. Try using a segmented list – your embroidery customers only – to promote new releases and EDS promotions. Just make sure you frequently email customers; Frequency is key for email engagement.

In addition, put the EDS logo and link on any of your business's webpages with embroidery classes. Contact OESD ahead of your class or event to get a coupon code; attendees can receive a percentage off designs and supplies from your new EDS store. OESD has a full web team behind the scenes supporting your EDS store, so you don't have to maintain anything except the relationship with your customer. As an OESD affiliate, you can purchase designs and supplies from us at wholesale pricing.

OESD is committed to supporting local dealers with programs like Embroidery Design Studio, School of Embroidery, Super Spree, in-store embroidery events, and more. To learn more about Embroidery Design Studio and our affiliate program, email [studiosupport@oesd.com](mailto:studiosupport@oesd.com).



# Are You Properly Protected?

The **Vacuum & Sewing Dealers Trade Association** is proud to announce the availability of business and professional liability insurance through our partnership with Association Business Programs. Whether you require a standard policy or a customized solution, they provide access to the best liability protection to suit your needs today, and as your business evolves. Coverages include:

- General Liability (Business Owners Policies)
- Business Property/Inventory
- Business Auto
- Professional Liability (E&O)
- Management Liability
- Workers' Compensation
- Cyber Liability
- Surety Bonds
- Umbrella

Benefits of VDTA/SDTA Liability Insurance:

- Deductible options ranging from \$500 to 10,000
- Premiums starting as low as \$500/year
- Liability up to \$4,000,000
- Coverage for firms of all sizes
- A.M. Best A+ rated carriers
- Worldwide coverage
- Interest free payment plans

VDTA/SDTA members have access to an experienced team who understands industry specific insurance products.

**Don't get caught unprotected.**



# Giving it Your Best Shot

***“The only person you are destined to become is the person you decide to be.” ~Ralph Waldo Emerson***

I have trained trainers and employees all over the world and have taught them to believe in themselves and their abilities. I have written several books to spread the word about service strategies and the effect it has on your company, your employees, your customers, and your bottom line. One of my favorite sayings is by the late Zig Ziglar: *You can have everything in life you want, if you will just help other people get what they want.*

The biggest difference I’ve noticed between successful people and unsuccessful people isn’t intelligence or opportunity or resources. It’s the belief that they can make their goals happen. What you believe influences the way you interpret events, how you feel, and how you behave. And much of the time, those beliefs turn into self-fulfilling prophecies.

Use a skill called “acting as if.” According to Jack Canfield, co-creator of *Chicken Soup for the Soul* and author of *The Success Principles*, by acting “as if,” you will become the kind of person who is capable of creating the success you want – and this will trigger your subconscious mind to find creative ways to achieve your goals. You will start noticing anything that will help you succeed. Best of all, you will start acting on these opportunities, because you will have the confidence that your efforts will yield great results.

You are a “Brand.” Write down all your positive attributes. Ask parents, ask siblings, ask friends what they like most about...you. That’s you, that’s “Brand You.” Now, just act like it and dress like it. That doesn’t mean you need to be a phony; instead, behave in a way that follows these simple concepts:

**Belief:** Believing in yourself is all about being sure that you are going to do what you want even if others stand against you. Remember, it’s YOUR goal – not your brother’s, not your best friend’s, not your parent’s. Don’t waste time focusing on what others think; it’s what you believe, so take control and use positive thinking daily. Watch yourself becoming more successful and getting closer to the prize.

**Dedication:** It’s part of your makeup. It’s part of the way you do things. Remember that all successful people have been dedicated to what they are doing. So should you. Write it down and look at it every day.

**Focus:** It’s a focal point that you aim for. For example, the object in target shooting is to aim for the center. The same standard applies for success. Successful people call these centers their goals.

**Skill:** It’s the right combination of skill sets in order to be great – in order to be successful in whatever you have chosen as your path to make a difference in the world. If you are going to be the best on the rodeo circuit, you will have to master the skills necessary to stay on that horse and get back up without fear.



***“You weren’t an accident. You weren’t mass produced. You aren’t an assembly-line product. You were deliberately planned, specifically gifted, and lovingly positioned on the Earth by the Master Craftsman.”***  
~Max Lucado, Best-selling author

**You are a “Brand.”**  
**Ask parents, ask siblings,**  
**ask friends what they like most**  
**about...you. That’s you, that’s**  
**“Brand You.”**

I constantly remind employees and clients that it’s about *your* life. It’s about succeeding in whatever *you* choose to do. It can be anything you dream of. It’s about taking chances, being proactive, and being ready. Great things are not going to happen for you unless you believe it, see it in your mind, and focus on that goal.

Keep your eye on your goal...your prize. The success you will enjoy will be because you have helped other people get what they want. Plus you will recommit to the people and passions important in your life.

**About the Author:**

John Tschohl is a professional speaker, trainer, and consultant. He is the President and founder of Service Quality Institute, the global leader in customer service with operations in over 40 countries. He is considered to be one of the foremost authorities on service strategy, success, empowerment, and customer service. John’s monthly strategic newsletter is available online at no charge. He can be reached on Facebook, LinkedIn and Twitter.



**Repeat after me: “I believe in myself. This confidence has made the difference for me again and again. I didn’t need intelligence or opportunity or resources. Just a simple belief in myself.”**

**~John Tschohl**



- *Broad line, including electric lift*
- *Retail prices starting at \$99*



## Arrow designs for your profit!



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



@VDTA

with OESD™

*Here to help your business bloom.*



Learn from the industry's best educators how to create embroidery excitement, and inspire with new products and projects from OESD.  
**Experience for yourself the OESD difference.**

## **SESSIONS** MARCH 23-25

### *Bring New Life To Your Embroidery Events*

**Saturday @ 10:15 AM Room 202AB**

**Sunday @ 12 PM Room 202AB**

*Tips for hosting successful and profitable embroidery events that will spark excitement and enthusiasm about embroidery in your store!*

### *In Store Embroidery Education*

**Friday @ 10 AM • Room 206**

**Saturday @ 12:15 AM • Room 202AB**

**Sunday @ 10 AM Room • 202AB**

*Ensure your employees are fully trained to teach, troubleshoot, and sell embroidery, while also developing a series of classes to ensure your customers are completely confident in their embroidery skills!*

### *Everyday Embroidery Sales*

**Saturday @ 11:15 AM Room 202AB**

**Sunday @ 9 AM Room 202AB**

*Learn how to merchandise your store for more embroidery sales every day. We will discuss product and sample displays, product assortment, managing design collections, and more.*

### *Stabilizer Mastery*

**Friday @ 12 PM Room 206**

**Sunday @ 11 AM Room 202AB**

*Become a trusted embroidery advisor. We will discuss how to recommend the right stabilizers and products for your customer's projects as well as how to troubleshoot common embroidery problems.*

### *Machine Embroidery for the Modern Sewist*

**Friday @ 9 AM Room 206**

*OESD has partnered with top selling designers in the sewing industry to create new, modern machine embroidery designs. The designers and top educators from OESD will give you inspiration on how to use these collections to attract new customers*

**REGISTER TODAY**

Email: [VDTA@oesd.com](mailto:VDTA@oesd.com)

Phone: 877.637.3386

**Visit us at Booth 217** and explore the World of Embroidery with OESD and **schedule an exciting, new event for 2018**



# INSIGHT FROM THE WORK BENCH



**NORM HIMEBAUGH**  
Himebaugh's Vacuum & Sewing Center

With 2018 upon us, what is your New Year's resolution? Is it to enhance your service department and increase training for your techs. Although I will not be teaching my classes this year at the VDTA Show in Charlotte, I am offering some off-site class options. Constraints of the classrooms at the Charlotte Convention Center, where the VDTA Show is, unfortunately presented challenges for my on-site offerings.

The good news! I can still offer my classes to anyone interested on the days before the convention. Both my Serger and Sewing Machine 101 classes take two full days to complete. I will have the Serger class on March 22<sup>nd</sup> and March 23<sup>rd</sup>. The Sewing Machine repair class will be on March 20<sup>th</sup> and March 21<sup>st</sup>. That way we can all attend the Convention. I will announce the location of the classes as the date approaches, once I get a feel for the size of the class.

I can provide some machines and sergers for people who may not have one. For those bringing their own machine, you can mail it to my store and I will get it to the class unless you'd like to pick it up at my store. I like when people bring a machine with a problem to my classes because it provides real service experience for the tech. If you are bringing one like that, we must talk together before the class about the issue and I must get a picture of the machine. That is true of both the sewing machine class and the serger class.

The fee is the same as last year, which is \$350 per person, per class. I am currently working on a 2018 repair class schedule. The classes will be held here in Charlotte mostly. I had two great experiences this year when two dealers, one in New York and one in New Hampshire, sponsored my service class in their towns. They invited other techs from other stores to attend, to meet my minimum requirements and it was great.

In one store we customized it somewhat, being that we fixed customers' machines in the class as I taught. The techs had taken my 101 class a year before but hadn't really gotten involved heavily in repair. Within hours, they were removing thread hooks and feed systems from Husqvarna Viking top-of-the-line machines and putting them back in. Because they saw the deeper level and quality of the service, they were able to charge more for their repairs. That in turn made it easier for them to pay for their training.

So if you are a dealer whose competition is far enough away as not to be service competition and your tech needs training, consider having my class in your store or a conference room at a hotel in your area.

I just spoke to one of those dealers just yesterday. She got rid of a situation with an unqualified, demanding type of person who sent out working machines... but just barely. Now she has a newly-trained, wonderfully-skilled tech with a full understanding of how the Diamond functions with perfect balance. I have helped her new tech a few times over the phone and she impresses me every time. The dealer also raised her prices to be more in line with the higher level of service, and her customers are thrilled to have their machines working perfectly. She is now much more profitable, her tech makes better money, and customers are delighted!

**“If you are a dealer whose competition is far enough away as not to be service competition and your tech needs training, consider having my class in your store or a conference room at a hotel in your area.”**

Many of my friends and even a good number of dealers tell me I need to sell repair videos on the net – smaller or shorter videos that cover concepts and let the viewer decide what they need. One day I may do that if I live long enough, but I've realized now after many classes that there is nothing like hands-on training.

When I check a setting done by a technician in my class and explain the *too close* or *too far* aspect of their setting, they gain real vision. When I explain how their placement of the setting would affect the stitch and we all discuss it, everyone benefits. Imagine describing “feel” or the “load” of the hand wheel on a video. I've done it now with many people, and just as they think they have it as free as possible, I make it turn easier with a different approach, or show them a thought to free a slight bind they perceived as normal.

I recently gave a couple a 2-day private class in my store. The first day we were just talking at the very beginning. The woman was terrified of tensions. When I told her tensions were easy, her body actually contorted as if she was in pain. She had that same reaction a few times, so I said, “At the end of tomorrow you will tell me that tensions are easy.”

Once she understood tension function and the different baseline value of each thread, it started to make sense. She could see how the stitch formed properly once she understood the settings and how they related to one another. Then she could see how, with the proper resistance value, the machine formed the knot in the middle of the fabric. So at the end I asked her, “So are tensions difficult?” This time with no bodily reaction, she said, “No, tensions are easy!”

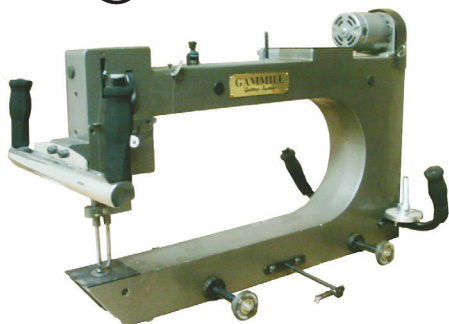
**I can be reached at: [normhimebaugh@gmail.com](mailto:normhimebaugh@gmail.com) • Cell phone: 704-996-7431 • Store phone: 704-541-1303**



# Quilt-EZ's Engineering Mindset

By Quilt-EZ

Quilt-EZ came into existence because a close family friend was looking for something better than what was available. She had heavy, hard-to-use wooden quilting templates, and so she asked if we could make them everything, well, opposite: lighter, easier to use, etc.



Being in the industry for 13 years now, we have taken that engineering mindset to make things easier, more affordable, and more user-friendly. We are one of the only companies on the market to make computer controls that can attach onto any machine on the market.



We also make precision stitch regulators for any long-arm machine on the market.

With the Quilt-EZ products, you can get into quilting or move to the next level for a fraction of the cost without sacrificing quality or functionality.

We are an engineering firm by trade, but knew nothing of the quilting market. We designed a template system for her, not expecting much to come of it. Then we took them to a local quilting show where a few dealers just loved them! They picked them up, starting using them, and the company was born!

## See How Thread is Made: **A&E** Facility Tour

**Exclusive Off-Site Class at VDTA 2018!**

**Friday, March 23<sup>rd</sup>, 2018  
8am - 12pm**

Enjoy a rare opportunity to tour American & Efird's state-of-the-art facilities. Learn how the threads in your store are made!



**For Details and to Reserve Your Spot  
Call 800-367-5651!**

Transportation provided.

Tour offered by

**A&E** Gütermann  
Consumer Division

Limited space.  
1 attendee per store.





The Daylight products are an absolute game changer in the sewing and quilting industry...





# GUIDED BY THE LIGHT

By Kristi Schroeder of Initial K Studio

Truth be told, I fell into the quilting world quite accidentally. I spent my early twenties to mid-thirties working as a graphic designer in the corporate world, specializing in design, advertising, and in-house branding. Long hours at work led me to craving a creative outlet at home that didn't involve sitting in front of a computer. Weeks later while out running errands I stumbled across a fabric store that specialized in modern fabrics and offered sewing classes. I signed up for a beginner quilting class, learned the ins and outs of piecing and quilting, and was instantly hooked. Long story short, I became an avid quilter and quit my full-time job as a graphic designer and launched Initial K Studio, Modern Quilts by Design in August 2014.

As a one woman show of Initial K Studio, my time is extremely valuable and I'm constantly looking for ways to streamline my productivity in the studio. My introduction to the Daylight Company began last year while at QuiltCon in Pasadena, California and I have to say, their products are an absolute game changer in the sewing and quilting industry. The versatility and dependability of their products, such as the slimline LED table lamp, has boosted my productivity in the studio tenfold. No longer am I second guessing the placement of my stitches while quilting nor do I strain my eyes while re-threading my needle on my sewing machine. Quilting deadlines are finishing ahead of schedule, and suddenly I have extra time to focus on designing new quilt patterns for future projects.

Which leads me to the luminos lamp. Like most artists and quilters, a lot of the inspiration for my designs occur while I'm traveling or exploring the great outdoors. From the colors of a stone paved walkway in Santa Fe to a stained-glass window found in the Rijksmuseum in Amsterdam, I find inspiration is everywhere. Picking out color is my favorite process of the design stage. Weather used to play a big factor in my lack of productivity (especially in the middle of a deadline) as I relied heavily on the natural light in the studio when selecting the right colors for a new project. As a designer, color is key in my world and the luminos lamp has been an absolute lifesaver as I no longer have to worry about the weather and/or lack of natural light in the studio. No matter the time of day, I simply turn on the lamp, get to work, and move forward confidently in selecting colors for various projects. The best bonus is that I have endless light for taking high resolution photos to post on social media, because we all know how important it is to create engaging content for our followers, right? Again, another win in my book hands down.

So if you're looking to become more productive in your daily sewing activities, the Daylight products are an excellent addition to any studio. I promise you'll be surprised with the extra time you'll have on your hands once implementing the products. I certainly was.

For more information visit [daylightcompany.com](http://daylightcompany.com).  
Happy Sewing y'all!



## ABOUT KRISTI SCHROEDER

Kristi Schroeder is a designer, quilter, entrepreneur, and avid traveler living in Austin, Texas and is the creative mind behind Initial K Studio.

Ms. Schroeder came to quilting through her work as a graphic designer in the corporate world. This native Texan is a world traveler who draws inspiration for her quilts in art, fashion, and textiles from around the globe. You can learn more about Ms. Schroeder at [initialkstudio.com](http://initialkstudio.com).

Ms. Schroeder recently completed *Southwest Modern*, a Lucky Spool Media publication that released December 2017. Part travel guide and part quilt book, *Southwest Modern* is a first in the quilting industry – the rich patterns, colors, and landscapes of the American Southwest served as the sole inspiration behind 18 modern, graphic quilts designed by Ms. Schroeder.



# The Long-awaited SVP PREMIER+™ 2 Embroidery System Arrives

**SVP** WORLDWIDE  
SINGER® VIKING® PFAFF®

By Robert Easy, Manager of QA Testing VSM UK Ltd Office and  
Mikael Mårtensson, Director, Embroidery Software and Designs

SVP's aftermarket program hit a few milestones with the release of its PREMIER+™ 2 Embroidery System. On August 1, 2017, SVP completed the development and testing of its latest embroidery software release. The product is well on its way to becoming a huge success, and the new release included new product enhancements.

The Presales for the PREMIER+™ 2 software began on July 7, 2017 and lasted to August 31, 2017. The purchase during the presale could only be done by visiting a local Dealer/Gallery Store. Customers purchasing the PREMIER+™ 2 software during this timeframe received a discount for purchasing early plus 100 free embroidery designs.

This system is full of "firsts," as this was the first time SVP offered a presale period. It's the first time the software is being offered without a dongle; first time they've offered a digital download capability, and the first time they've put a Mac and Windows version of the product in the same box.

"The response from the market has been incredible and the initial sales during the pre-sell have well exceeded our expectations," says Mikael Mårtensson, SVP Director, Embroidery Software and Designs.

The new VP of the SVP Aftermarket team, Larry Mays, has a background in IT with particular focus on software product management. "The way in which it was launched was new for us and SVP is poised to achieve new software sale heights with this new release," says Mays.

"Aftermarket is a very strategic portion of our business portfolio, particularly software. The Whole Product is what we are striving for as well as bringing the best user experience to our customers. We want our customers to choose us and stay with us; so we carefully listen to what they have to say," continues Mays.

**This new product has been innovative for the industry and is only the beginning for what SVP Worldwide has on the drawing board.**

## The "firsts" delivered in PREMIER+™ 2 include:

**No Dongle** - By removing the dongle, SVP is moving to a leaner and friendlier customer experience.

**Digitally Downloaded Products** - SVP allows their customers the ability to download the software from a safe site. The goal was also to drive traffic into stores, so the digital download is only available through dealers and retail stores. With this new capability, SVP has eliminated the potential of any backorder situations. Dealers now have the products available 24/7 and they can be delivered immediately.

**Mac and Windows software in the same box** - People change their computers and their operating platforms, and their sewing and embroidery hobby shouldn't be affected. By removing this variable and becoming more platform-independent, SVP can add one more thing to the list of great software benefits.

**Customer Support** - The level 1 SVP Software Call Center is integrated with the level 2 Software Development Center by using the same trouble ticketing system, Managed Engine. This allows SVP to open and pass trouble ticket information between the two teams seamlessly for problem resolution with an integrated process flow.

**Product Updates** - Throughout the year, SVP will introduce product updates that will not only serve as feature/functionality performance enhancements but also showcase astonishing new features of their sewing machines.

**Upgrading and Switching Software Levels** - In this new release, for the first time SVP has allowed customers from older versions of the software to upgrade easier and move from lower levels to the top tier level Ultra, and move up to the latest release version.

**Super User Group** - SVP has created a Super User Group that are subject matter experts and power users with embroidery design software packages. The group meets routinely and leverages their knowledge and experience to decide what new features and enhancements to include in future releases.

# The Sewing Machine Project Teams Up with AllBrands, Babylock and BERNINA



*Donates to Hurricane Harvey Victims*

With hard work, and more importantly team work, The Sewing Machine Project has donated sewing machines to Houston residents with the help of industry manufacturers and distributors.

Between Babylock, BERNINA, and AllBrands, a total of 110 sewing machines were distributed to Houston residents impacted by Hurricane Harvey. 18 sewing machines went to the local 4H club, which had lost its building and all sewing equipment in the storm. 5 machines went to the local ASG chapter, to 5 members whose machines had been

lost in the hurricane. 4 machines went to Freedom Train, a Houston-based nonprofit rescuing girls ages 11-18 from sex trafficking. The remaining 83 machines were distributed at two community centers in northeast

Houston, neighborhoods where 85% of the residents are still living in shelters.

The Sewing Machine Project distributed machines out of the Lakewood and Northeast community centers, with a chance to meet some of the women receiving the machines. The new sewing machines were a meaningful gift with a little hope where there'd been very little.

The Sewing Machine Project would like to say "Thank you for your kindness and generosity, and thank you for making a difference," for all those involved in the effort.



## Make Plans to attend the VDTA/Epstein Charity Fun Night, March 25, 2018

Fee \$100 to play (tax deductible), Spin the prize wheel with a \$20 donation. Spectators watch FREE.

Support the VDTA/Epstein Scholarship Fund, for youth in our industry attending college.

**Beginning  
at 5:30 PM**

You can also make a direct donation! Visit [VDTA.com](http://VDTA.com) for details.



# *Recognizing Our* **Associate Members**

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A E CARTER DISTRIBUTING  
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BABY LOCK USA  
BERNINA OF AMERICA  
BISSELL HOMECARE INC  
BRANOFILTER GMBH  
BROTHER INTERNATIONAL  
CANA-VAC SYSTEMS  
CANPLAS INDUSTRIES LTD  
CLOVER NEEDLECRAFT INC  
COATS & CLARK INC  
CWP TECHNOLOGIES  
CYCLOVAC - TROVAC INDUSTRIES LTD  
DESCO VACUUM CLEANER SUPPLY  
DOMEL  
DYSON INC  
ELECTRO MOTOR LLC  
ELECTROLUX CENTRAL VACUUMS - BEAM  
ELECTROLUX SMALL APPLIANCE GROUP  
ELNA INC  
EMERSON COMMERCIAL & RESIDENTIAL SOLUTIONS  
ENVIROCARE TECHNOLOGIES LLC  
ESSCO  
EURO-NOTIONS INC  
FAMORE CUTLERY / SPECIALTY PRODUCT SALES  
FLEXAUST-TUEC  
FLEXIBLE TECHNOLOGIES  
FLOOR CARE EQUIPMENT LTD  
GRAND RIVER RUBBER & PLASTIC  
GROZ-BECKERT  
HIDE-A-HOSE INC  
HOME CARE PRODUCTS LLC/ DVC ZHAO HUI FILTER  
HOOPSISTERS  
HOOVER VACUUMS  
HOST / RACINE INDUSTRIES  
H-P PRODUCTS INC  
HUSQVARNA VIKING SEWING MACHINES  
IROBOT CORPORATION  
JANOME AMERICA

JKL GLOBAL SALES INC  
JOHNNY VAC  
JOYA DISTRIBUTING CO  
JUKI AMERICA  
KENT INVESTMENT / CARPET EXPRESS  
KIRBY COMPANY  
LINDHAUS USA  
LINDSAY MANUFACTURING  
M D MANUFACTURING INC  
MIELE INC  
MYRATON INDUSTRIES  
NADAIR INTERNATIONAL  
NORTHPOINT COMMERCIAL FINANCE  
NUERA AIR / DUO VAC  
ORECK VACUUMS  
PACVAC PTY LTD  
PFAFF SEWING MACHINES  
PLASTIFLEX GROUP NORTH CAROLINA  
PRO-LINE DISTRIBUTING  
PROTEAM  
QUALTEX GLOBAL LTD  
REXAIR LLC  
RICCAR AMERICA  
RNK DISTRIBUTING  
ROYAL  
SEBO AMERICA  
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SINGER SEWING COMPANY  
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TACONY CORPORATION  
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TRANSNATIONAL  
TRI-TECHNICAL SYSTEMS INC  
TTI FLOOR CARE NORTH AMERICA  
VAC PRO'S  
VACUMAID CENTRAL VACUUM SYSTEMS





S u c c e s s  
is **knocking** on  
your **DOOR**

at the **2018**

**VDTA•SDTA Trade Show & Convention**  
*in conjunction with the*  
**First Annual Quilt Retailer Trade Show**

**Read on for information about**

s p e c i a l   e v e n t s  
e x h i b i t o r s  
s p e a k e r s  
c l a s s e s

**Wholesale!**  
**For Independent  
retailers!**

**and more!**

# DRIVE UP YOUR SALES IN CHARLOTTE!

## VDTA•SDTA TRADE SHOW & CONVENTION & The First Annual Quilt Retailer Trade Show

March 24-26, 2018  
Charlotte, NC

Specialty classes  
begin March 22

*At the Charlotte Convention Center*  
501 S. College Street, Charlotte, NC



Plus factory tours at some of the area manufacturing facilities and the VDTA•SDTA Industry Awards Presentation on Friday evening at the Convention Ctr.



*Charlotte is a walking city, with great entertainment venues. For foodie fun, you can take your taste buds to the next level at Charlotte's eclectic eateries. If you're a history buff, there are many places to tour to see Charlotte's most treasured relics and roots.*



**VDTA•SDTA:** 800-367-5651 • [mail@vdta.com](mailto:mail@vdta.com) • [www.vdta.com](http://www.vdta.com)



# 2018 VDTA•SDTA Int'l Trade Show & Convention

Charlotte, NC: March 24-26 with speciality classes beginning March 22

Register  
TODAY!

## Registration Info

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

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

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

City: \_\_\_\_\_

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

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

☐ **Yes, I want to become a member and pay a rate of \$130, waiving my 2018 convention registration fee.**

### CLASSIFICATION

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Independent Dealer   | <input type="checkbox"/> Sewing - Domestic   | <input type="checkbox"/> Vacuum - Domestic   |
| <input type="checkbox"/> Fabric or Quilt Shop | <input type="checkbox"/> Sewing - Commercial | <input type="checkbox"/> Vacuum - Commercial |
| <input type="checkbox"/> Manufacturer         | <input type="checkbox"/> Notions             | <input type="checkbox"/> Central Vacuum      |
| <input type="checkbox"/> Distributor          | <input type="checkbox"/> Quilting Equipment  | <input type="checkbox"/> Janitorial Supplies |
| <input type="checkbox"/> Educator             | <input type="checkbox"/> Fabric              | <input type="checkbox"/> Air Purifiers       |
| <input type="checkbox"/> Manufacturer Rep     | <input type="checkbox"/> Rental Equipment    | <input type="checkbox"/> Small Appliances    |

### PRODUCTS SOLD

## CONVENTION FEES

All fees in U.S. Dollars

\*Fee for each additional person

### Independent Dealer

Member: \$30/\*\$20

Non-Member: \$175/\*\$30

### Manufacturer/Distributor

Assoc. Member: \$750/\*\$250

Non-Member: \$1200 each

Convention fee \$ \_\_\_\_\_ **TOTAL DUE**

Membership fee \$ \_\_\_\_\_ **→** \$ \_\_\_\_\_

## PAYMENT

☐ Check ☐ Visa ☐ MasterCard  
(Payable to VDTA•SDTA)

I authorize a charge of \$ \_\_\_\_\_

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

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

Name on card: \_\_\_\_\_

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

Date: \_\_\_\_\_

### Return form to VDTA•SDTA

**Mail:** 2724 2nd Ave; Des Moines, IA 50313

**Fax:** 515-282-4483 • **E-mail:** mail@vdtacom

**Also register at [www.VDTA.com](http://www.VDTA.com) or call 800-367-5651**

## Badge Names

Use additional paper if more space is needed for badge names.

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

Email: \_\_\_\_\_

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

Email: \_\_\_\_\_

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

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Email: \_\_\_\_\_

### TRADE SHOW

Charlotte Convention Ctr  
Hall B & C  
501 S. College Street

### EXHIBIT HOURS

Sat. March 24: NOON - 5 PM  
Sun. March 25: NOON - 5 PM  
Mon. March 26: 9 AM - NOON

### HOTEL INFO

The Westin Charlotte  
601 S. College St  
Ph: (866)-837-4148

### Cut-off date: Feb 15, 2018

Hyatt Place-Downtown  
222 S. Caldwell St  
Ph: (704) 227-0500

*Visit [VDTA.com](http://VDTA.com) for web links & Group Codes for booking*

### THURSDAY, MARCH 22; PRE-SHOW CLASSES

- ☐ **RNK Classes:** Hands-on Quilt-a-Rama; Riding the Digital Cutter Wave to the Bank; New Embellish™ Dealer Program; Introducing Embellish™ Maker Software; What's New in FTC-U, for FTC-U retailers. **Pre-register by calling 865-549-5115**

### FRIDAY, MARCH 23; PRE-SHOW CLASSES

- ☐ 8 AM: A&E Gütermann Tour/Class. **Call 800-367-5651 to register**
- ☐ 1 PM, PowerHouse Roundtable by Dealers for Dealers
- ☐ **6:30 PM, Awards Presentation, Room 207. Following awards, attend the Industry Cocktail Reception.**

### SATURDAY, MARCH 24

- ☐ 7:30 AM - 8:45 AM, Rise & Shine with DIME  
**To pre-register call Wayne Walker at 918-207-7735**
- ☐ 9 AM, KEYNOTE: Dave Ferguson, *The Leader's Coach*
- ☐ 10:15 AM, DIME Prime New Product Reveal  
**To pre-register call Wayne Walker at 918-456-1973**
- ☐ 1 PM, Success Studios

### SUNDAY, MARCH 25

- ☐ 9 AM, The Key to Superior Customer Service with Tom Hudgin
- ☐ 9 AM - 2 PM, YOU Can Create an Online School & Course with Cindy Cummins, DIY Style. Cost (\$) TBA.
- ☐ 12:15 PM, Self-Motivating Work Environments with Tom Hudgin
- ☐ 5:30 PM, VDTA/Epstein Charity Fun Night. Spectators watch free!

# Classes at VDTA 2018!

Schedule is subject to change. For updates, visit [www.vdta.com](http://www.vdta.com)

## THURSDAY, MARCH 22 – PRE-SHOW

9 AM - 11 AM

Room 203B

### Hands-On Quilt-A-Rama

Instructor: Kathi Quinn and Judy Fredenburgh, RNK Distrib.  
Open to ALL Retailers

If you own a Sewing Machine Business and you are not offering Quilter's Select products by Alex Anderson, you may never reach quilters in your market. If you are a Quilt Shop that doesn't sell machines, and you are not carrying QS products, you may never reach a segment of your market that embroiders. Let us show you how easy it is to make quilters out of embroiderers and embroiderers out of quilters! You will get your hands on all the toys Alex has designed for quilters and experience the lusciousness of her threads as you take your turn stitching one of her favorite new project designs.

Any Dealer or Dealer Staff attending all Floriani Software classes on March 22nd 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!"

11:15 AM - 12:15 PM Room 203B

### Riding the Digital Cutter Wave to the BANK!

Instructor: Hope Yoder and Judy Fredenburgh, RNK Distributing  
Open to ALL Retailers

Come experience THE product that helped dealers sell over \$500,000.00 in digital cutters and over a Million (\$1,000,000!) 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.

**LUNCH 12:15 PM - 12:45 PM: Lunch will be provided for those remaining for the RNK 12:45PM class. Must be pre-registered by calling RNK toll free at 877-331-0034.**

12:45 PM - 1:45 PM Room 203B

### Introducing The Embellish™ Dealer Program

Instructor: Ricky Brooks and Hope Yoder, RNK Distributing  
Open to ALL Retailers

We will explain the sellable difference in each Embellish™ product - what separates it from Floriani or any other brand and why any independent business owner should consider adding the line. As with all RNK brands, Embellish™ will only be sold through independent retailers. RNK has an entire team of exclusive Embellish Educators, trained & ready to introduce your staff & consumers to this new, fresh, and exciting line.

We're coming to VDTA•SDTA with the desire and hope to sign-up as many new Embellish Dealers as possible and book as many events as our calendar will allow. If you have been looking for a next big "thing" in our industry, DON'T MISS Embellish™!

2 PM - 3:15 PM,

Room 203B

### Introducing The Embellish Maker Software

Instructor: Hope Yoder, RNK Distrib.  
Open to ALL Retailers

You've heard the buzz about Hope Yoder's new product line for crafters, embroiderers, and quilters - Now see the software program that ties it all together. See how easy and seamlessly Hope can move from one segment of our industry to another, and with the Embellish Maker Software, bridge them all together.

Any Dealer or Dealer Staff attending all Embellish™ classes on March 22nd will receive a **FREE Embellish Maker** & "That's Not All!" Call 865-549-5115 to reserve your seat. All you have to say is "I'm coming to the party!"

3:30 PM - 5 PM

Room 203B

### What's New in FTC-U

Instructor: Trevor Conquergood & DJ Anderson, RNK Distrib.

#### Open to ALL FTC-U Retailers

FTC-U, the best-selling stand-alone software in the industry just Got Better!!! AGAIN! You won't believe what we have added this time! Included in this class will be an introduction to the new MDA-Update!

Every hour, 10 AM-4 PM

Off-Site

### Anita Goodesign Facility Tour

Must provide own transportation.

Limited space: 10 people per tour

A facility tour of Anita Goodesign in Charlotte, North Carolina, only 15 minutes away from the Convention Center in Charlotte. See firsthand the magic behind the making of embroidery designs with an exciting behind the scenes look at the entire creative process from original artwork to finished designs. Also, you will be able to meet and interact with the entire team from artists to educators to digitizers. Tours last about an hour. **Call 704-206-1296 to secure your spot.**

## Looking ahead to Sunday Evening.... VDTA/Epstein Charity Fun Night

Sunday, March 25. EVERYONE WELCOME!

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



## FRIDAY, MARCH 23 – PRE-SHOW

### 8 AM - NOON Exclusive Off-Site Class!

#### How Thread is Made: A&E Gütermann Facility Tour

Transportation provided.

Limited space: 1 attendee per dealer's store

Ever wonder how thread is actually made? Enjoy a rare opportunity to visit the corporate campus of 127-year-old thread manufacturer, American & Efrid, the only thread company with full scale operations remaining in the U.S. Tour their state-of-the-art facilities, learn how the quality threads in your store such as Intressa®, Maxi-Lock®, PermaCore QE®, Robison-Anton®, and Signature® are made. **Call 800-367-5651 to sign-up!**

### 8 AM - 8:45 AM Room 209B / 210B

#### In the Hoop

Instructors: DIME staff

Teach your customers how to make the most sought-after embroidery designs in the industry. *Perfect Embroidery Pro* has all the tools you need.

### Every hour, beginning at 10 AM Off-Site

#### Anita Goodesign Facility Tour

Must provide own transportation.

Limited space: 10 people per tour

A facility tour of Anita Goodesign in Charlotte, North Carolina, only 15 minutes away from the Convention Center in Charlotte. See firsthand the magic behind the making of embroidery designs with an exciting behind-the-scenes look at the entire creative process from original artwork to finished designs. Also, you will be able to meet and interact with the entire team from artists to educators to digitizers. **Tours begin on the hour and run thru 4 PM. Call 704-206-1296 to secure your spot.**

### 9 AM - 9:45 AM Room 209B / 210B

#### Turn Your Embroidery Machine into a Longarm

Instructors: DIME staff

Learn how to make custom, shape, and overall quilting designs to quilt any quilt. *My Quilt Embellisher* does it all.

### 9 AM - 9:45 AM Room 206

#### Machine Embroidery for the Modern Sewist

Instructor: Jordan McCroskey, OESD

OESD has partnered with top selling designers in the sewing industry to create new, modern machine embroidery designs. The designers and top educators from OESD will give you inspiration on how to use these collections to attract new customers to machine embroidery. Be inspired by embroidery projects and class ideas that will help to make your machine embroidery business grow!

### 9 AM - 10:30 AM Room 203B

#### My Floriani's Total Quilter

Instructor: Kathi Quinn, RNK Distrib.

**Open to ALL FTQ Retailers**

There's no other quilting software like it! None! Come see what makes it unique and easy to sell!

### 10 AM - 10:45 AM Room 209B / 210B

#### Piece in the Hoop

Instructors: DIME staff

Precision piecing has never been easier with the patented software, *My Block Piecer*. Share the top 10 piecing in the hoop tricks with your customers.

### 10 AM - 10:45 AM Room 206

#### In-Store Embroidery Education with OESD

Instructor: Jordan McCroskey, OESD

An in-store embroidery education program encompasses both employee training and consumer education. Learn how to ensure your employees are fully trained to teach, troubleshoot, and sell embroidery while also developing a series of classes to ensure your customers are completely confident in their embroidery skills!

### 10:45 AM - NOON Room 203B

#### Introducing The Embellish Maker Software

Instructor: Hope Yoder, RNK Distrib.

**Open to ALL Retailers**

You've heard the buzz about Hope Yoder's new product line for crafters, embroiderers, and quilters - Now see the software program that ties it all together. See how easy and seamlessly Hope can move from one segment of our industry to another, and with the Embellish Maker Software, bridge them all together.

### 11 AM - 11:45 AM Room 209B / 210B

#### Precision Lettering

Instructors: DIME staff

Nothing says homemade like unprofessional lettering. Learn how to 'say' it like the pros! Top 10 tricks in *Word Art in Stitches*.

### NOON - 12:45 PM Room 209B / 210B

#### Ready-to-Wear Trends

Instructors: DIME staff

The only way to get today's look of whipped satins, chunky thread, and open fills is in *Vintage Embroidery Software*. Learn how to duplicate what you see in department stores with this user-friendly program.

Any Dealer or Dealer Staff attending all Floriani Software classes on **March 23rd** will receive a **FREE Floriani Total Quilter** & "That's Not All!" Call 865-549-5115 to reserve your seat. All you have to say is "I'm coming to the party!"

*continued* **FRIDAY, MARCH 23**

**NOON - 12:45 PM**

**Room 206**

### **Stabilizer Mastery with OESD**

Instructor: Tamara Evans

This course will cover how to become a trusted embroidery advisor. We will discuss how to recommend the right stabilizers and products for your customer's projects as well as how to troubleshoot common embroidery problems. Learn about the new stabilizers in the OESD line and how to sell them to your customers. We will also review in-store merchandising options to maximize revenue per square foot.

**1 PM - 4 PM**

**Room 207**

### **Powerhouse Roundtable by Dealers for Dealers**

A can't-miss panel of your peers in the sewing industry: accomplished dealers talking about successes, challenges and solutions that can help your profits grow in 2018 and beyond! Panelists include:

*Marie Walters - Marie's Sewing Center*

*Paul LaPonte - Quality Sewing*

*Capi Saxton - Always in Stitches*

*Ron Goldkorn - Sew Much More*

*Rhonda Lopez - Nuttall's Fabrics*

*Lynn/Lee Troxell - Lee's Creative Sewing*

**Sponsored by Baby Lock,  
SVP Worldwide, OESD,  
Janome, Famore Cutlery,  
BERNINA, Brother Int'l, &  
RNK Distributing**

**4:15 PM - 5:15 PM**

**Room 203B**

### **Introducing: "Hands-On™ Sewing Schools"**

Instructor: Ricky Brooks, RNK Distributing

*Open To All Retailers*

Are you tired of conducting expensive time-consuming events for the same group of attendees? Are you looking for an event format that doesn't have the appearance of something you have recycled? Do you want to sell MORE MACHINES and MORE ancillary products like you did when you hosted your first event? Come spend 90 minutes with me & I WILL SHOW YOU THE REAL MONEY!

**6:30 PM**

**Room 207**

### **Industry Awards Presentation**

Join the VDTA•SDTA in honoring the outstanding individuals in the sewing and vacuum industry, including Hall of Fame inductees, 20 & 30 year members, and VDTA/Epstein Scholarship recipients.

### **Immediately following Awards Presentation**

#### **Industry Cocktail Reception**

Immediately after the Awards Presentation, join us for a cocktail reception. Food, beverage, and good times to be had by all! **Sponsored by Domel, Brother Int'l.**

# Hotel Info

## **VDTA•SDTA Show Charlotte, NC 2018**

**March 24-26 with classes  
beginning March 22**

## **The Westin-Charlotte**

601 S College St, Charlotte, NC

*Across the street from the  
Charlotte Convention Ctr*

Book by calling **(866) 837-4148** or  
visit **<https://www.starwoodmeeting.com/Book/2018VDTAandSDTA>**.

Remember to mention the **2018  
VDTA•SDTA Trade Show** when  
calling for reservations.

Cut-off date is February 15, 2018.  
Room rate based on availability.  
Check hotel for cancellation rules.

## **Hyatt Place Downtown Charlotte**

222 S Caldwell St, Charlotte, NC

*2 blocks from the Charlotte Conventin Ctr*

Book by calling **(704) 227-0500** or  
visit **[http://charlottedowntown.place.  
hyatt.com/en/hotel/home.html?corp\\_  
id=G-SVDT](http://charlottedowntown.place.hyatt.com/en/hotel/home.html?corp_id=G-SVDT)**

Remember to mention the **Sewing  
& Vacuums Dealers Trade Show,  
Group Code G-SVDT.**

Cut-off date is February 15, 2018  
Room rate based on availability.  
Check hotel for cancellation rules.



**2018 VDTA•SDTA  
Trade Show &  
Convention**  
in conjunction with the  
**1st Annual  
Quilt Retailer  
Trade Show**



# Powerhouse Roundtable by Dealers for Dealers

*A can't-miss panel!*

Listen to topics you need to be thinking about, as discussed by some of the most successful sewing & quilting dealers! Get one-of-a-kind insights into the success YOUR STORE NEEDS!

## Panelists include

Paul LaPonte – Quality Sewing  
Capi Saxton – Always in Stitches  
Ron Goldkorn – Sew Much More

Rhonda Lopez – Nuttall's Sewing & Fabric Ctrs  
Lynn/Lee Troxell – Lee's Creative Sewing  
Marie Walters – Marie's Sewing Center

When: Fri, March 23, 1 PM-4 PM

Where: Charlotte Convention Ctr, Room 207

Sponsored by:



**SVP** WORLDWIDE



**BERNINA**  
made to create



**JANOME**



**VIKING**

The panel for the 2018 Powerhouse Roundtable is of varied age and years of experience in an effort to provide multiple perspectives on the subjects or topics. Thank all of the panelists and sponsors whose commitment makes this event possible.

# SATURDAY, MARCH 24 – SHOW DAY 1

**7:30 AM - 8:45 AM**

**Rooms 209 / 210**

## Rise and Shine with DIME

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.**

**7:45 AM - 8:45 AM**

**Room 203B**

## Coffee with the Cosplay Ladies

*Open to ALL Retailers*

Visit with Tracy Mooney & Cheryl Sleboda from Sew Much Cosplay™! Drop by on your way to the Keynote Address, have a snack, and meet the most exciting vendors the Home Sewing Industry has seen in a long time! The Sew Much Cosplay™ Trunk Show will be on display! **Please call 865-549-5115 and let us know if you will join us.**

**8 AM - 8:45 AM**

**Room 206**

## Digital Marketing 101 for Vacuum Dealers

Instructor: Josh Sutherland, Sew & Vac Media

Bridging the marketing gap from the yellow pages era to today. Come learn simple strategies to help you compete online and grow your business. Make it easier for customers to purchase quality products from your store by being visible to them online.

**KEYNOTE, 9 AM - 10 AM**

**Room 207**

## The Leader's Ladder: How You Climb Defines Your Success

*Sponsored by  
Synchrony Financial,  
Brother Int'l*

Speaker: Dave Ferguson, The Leader's Coach

Many leaders never get off the first rung of the leadership ladder. Others progress, but skip some of the steps. Dave Ferguson will share his proven strategy for increasing your leadership influence at every level. Learn from Dave how you can determine where you are on the ladder and how you can reach higher levels of true success.

**10:15 AM - 11 AM**

**Room 209 / 210**

## DIME PRIME!

See and demo brand new products launching in 2018.

**To pre-register call Wayne Walker at 918-456-1973.**

**10:15 AM - 11:15 AM Room 201AB**

## Installation, New and Existing Homes: Central Vac Education Track

Instructor: Grant Olewiler, M D Manufacturing

Gear up for the 1st session of Grant Olewiler's COMPLETE Central Vac Education Track, four sessions total. If you have any questions about central vac installation or want to learn even more about installs, this is a class for you!

**10:15 AM - 11 AM**

**Room 202AB**

## Bring New Life to Your Embroider Events

Instructor: Tamara Evans, OESD

Learn tips for hosting successful & profitable embroidery events that will spark excitement and enthusiasm about embroidery in your store. Learn about eventing options from OESD and how to prepare, promote, and execute your own events. We will also discuss how to keep customers coming back after the event is over to generate follow-up sales.

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

**Room 206**

## How to Get the Most out of Your Staff, Your Business, and Yourself

Instructor: Ken Bank, Bank's Vacuum

Success as an independent retailer comes, in part, from knowing how to best interact with and manage PEOPLE. Ken Bank, President of Bank's Vacuum, presents a wealth of knowledge about how you can capitalize on the *people* aspect of your business and gain more profits! Q and A at the end of class.

**10:30 AM - NOON**

**Room 203B**

## Introducing Sew Much Cosplay™

Instructors: Tracy Mooney & Cheryl Sleboda,  
Sew Much Cosplay™

After the Keynote Address, come experience THE Brand New Product Line that has been designed to introduce a totally new demographic to the Home Sewing Industry. This is your opportunity to hear Tracy and Cheryl, owners of the Sew Much Cosplay™ brand, explain how you can create a whole new segment of your business with a totally new and energized clientele.

**10:30 AM - 11:15 AM**

**Room 203A**

## Establishing an Employee Training Program

Instructors: Connie Fanders and Christy Burcham, BERNINA

One of the biggest struggles in running a retail store is finding the time to properly train employees. We will discuss strategies for implementing a training program that works. We will also demonstrate the features of the BERNINA Learning Center.

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

**Room 204**

## Take Your Classes and Workshops Online: Creating an Online Course & School

Instructor: Cindy Cummins, DIY Style

Yes, Craftsy does it, and so can you! Learn all about creating your own online course and ultimately your own school. With a plan and some tech know-how (that you will learn in this seminar), take your best and most sought-after classes, techniques, and demo's online with a Learning Management System. It's not as hard as you might think!



## continued SATURDAY, MARCH 24

11:15 AM - NOON

Room 205

### Flexibility–Diversification–Marketing: Survive & Thrive in an Ever-Changing Market

Instructor: Peter Asciutto, Vac & Dash

Vac & Dash, "The South's Most Unique Specialty Store," opened in 2004 as part Running Store, part Vacuum Store, part UPS Shipping Outlet. Over the years, the store has embraced flexibility and applied various marketing techniques to grow the business. In this fun and entertaining seminar, get ideas about how your vacuum business can find and embrace diversification along with - yes, creativity!

11:15 AM - NOON

Room 202AB

### Everyday Embroidery Sales with OESD

Instructor: Tamara Evans, OESD

Learn how to merchandise your store for more embroidery sales every day. We will discuss product and sample displays, product assortment, managing design collections, and more.

11:30 AM - 12:30 PM

Room 206

### Bringing Your Products to Life

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

An Art: Filled with live examples, store situations, and definitive answers to growing your in-store retail business! A VDTA Must-See Seminar!

A VDTA  
MUST-SEE  
SEMINAR

11:30 AM - 12:30 PM

Room 201AB

### Central Vacuum Service: Central Vac Education Track

Instructor: Grant Olewiler, M D Manufacturing

So your customer bought a central vacuum system... but your work isn't done. Servicing central vacuums is an important part of the job too! Attend the second session of Grant Olewiler's COMPLETE Central Vac Education Track, four sessions total, and take away the best information about service. Powerpoint and handouts will be available.

12:15 PM - 1 PM

Room 202AB

### In-Store Embroidery Education with OESD

Instructor: Jordan McCroskey

An in-store embroidery education program encompasses both employee training and consumer education. Learn how to ensure your employees are fully trained to teach, troubleshoot, and sell embroidery, while also developing a series of classes to ensure your customers are completely confident in their embroidery skills!

12:30 PM - 1:15 PM

Room 203B

### Floriani's My Design Album (MDA) (Inspired by DJ Anderson)

Instructor: Darlene Pollard, RNK Distributing

**Open to all Floriani MDA Retailers**

Join Darlene Pollard of RNK as she shows you the most powerful, least expensive Floriani 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!!!

1 PM - 1:45 PM

Room 203A

### BERNINA Toolbox Embroidery Software in Six Simple Steps

Instructors: Connie Fanders and Christy Burcham, BERNINA

Learn the six essential features of BERNINA Toolbox Embroidery Software that will make using AND selling this product effortless. You'll leave with a clear picture of the target consumer for this product and a simple strategy for add-on sales.

1 PM - 2:30 PM

Room 208A

### Success Studios: Small Group Discussions

For the first time at VDTA, we are thrilled to present SMALL GROUP DISCUSSIONS for BOTH vacuum and sewing dealers! **How it works:** Each table is assigned various topics. Sit at a table of your choice and trade ideas with your peers. After a short time, switch tables. You'll be seated with new people, discussing new topics.

1:30 PM - 3:30 PM

Room 203B

### Selling Floriani Stabilizers with Save 2 Sew

Instructor: Darlene Pollard, RNK Distributing

**Open to all Floriani Software retailers**

Join Darlene Pollard 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.

3:45 PM - 5 PM

Room 203B

### Introducing The Embellish™ Dealer Program

Instructor: Ricky Brooks and Hope Yoder, RNK Distributing

**Open to ALL retailers**

We will explain the sellable difference in each Embellish™ product - what separates it from Floriani or any other brand and why independent business owners should consider adding the line. Embellish™ will only be sold through independent retailers. And RNK has an entire team of exclusive Embellish Educators, trained and ready to introduce your staff and consumers to this new, fresh, and exciting line. We're coming to VDTA with the desire to sign-up as many new Embellish Dealers as possible and book as many events as our calendar will allow.

## SUNDAY, MARCH 25 – SHOW DAY 2

8 AM - 9 AM

Room 201AB

### Central Vacuum Technical Theory Central Vac Education Track

Instructor: Grant Olewiler, M D Manufacturing

In the third session of the COMPLETE Central Vac Education Track, learn the technical theory of central vacuum systems. Understanding technical theory will improve your understanding of central vacuums overall!

8:45 AM - 9:30 AM

Room 210

### Navigating the Waters of Online Marketing

Instructor: Josh Sutherland, Sew & Vac Media

Do you feel like your website is under-performing? Frustrated with Google rankings? Has your social media presence stalled? Attend this seminar to find the answers to these questions.

9 AM - 9:45 AM

Room 202AB

### Everyday Embroidery Sales with OESD

Instructor: Tamara Evans, OESD

Learn how to merchandise your store for more embroidery sales every day. We will discuss product and sample displays, product assortment, managing design collections, and more.

9 AM - 9:45 AM

Room 204

### Hide-A-Hose 101

Instructor: Rod Drivstuen, Hide-A-Hose

Hide-A-Hose president Ron Drivstuen will lead a great discussion on how to grow your business with the Hide-A-Hose Retractable Hose system. Rod will cover installation, marketing, and pricing strategies. Hear valuable input from experienced Hide-A-Hose dealers as well.

9 AM - 9:45 AM

Room 205

### Improv Piecing and Matchstick Quilting

Instructor: Kelly Nagel, Sulky of America

Learn the fundamentals of improv piecing including tips for visual appeal and stabilizing fabrics - no pattern needed! You will also learn the basics of matchstick quilting for a truly modern look.

**For updates and additions to  
the 2018 VDTA Class Schedule,  
visit [www.VDTA.com](http://www.VDTA.com)**

9 AM - 10 AM

Room 206

### Striving For Excellence ...The Key To Superior Customer Service

Instructor: Tom Hudgin, President, Wilmington Quality Associates

*Here today, here tomorrow* is everyone's dream for long-term business success. To achieve this goal, you must be superb and passionate in beating your competition and becoming the best in customer service. This is critical not only to survive in today's challenging economy but to be on top. This presentation describes effective techniques in developing a superior customer service image at little or no cost. Topics include five ground rules for a superior customer service team, ways to exceed customer expectations, fixing problems two ways, asking for constant feedback from customers, determining what your customers value most, getting rid of your telephone menu system, and figuring out why customers go to your competition.

9 AM - 2 PM

Room 209 AB

### YOU Can Create an Online School & Course!

Instructor: Cindy Cummins, DIY Style

Online courses are HUGE in the DIY space (Craftsy anyone?!). Have you thought about creating your own How-To courses online but have no idea where to start? This hands-on workshop is for YOU if you're ready to take your business to the next level with online instruction. An Online School is a great way to house your classes for instructor-led "live" workshops too. We will introduce you to an easy-to-learn LMS solution, instructional development, how to structure content, video capture, and more. We will set up your online school and framework for a mini-course. **\*\*Laptop required.**

9:15 AM - 10:15 AM

Room 201AB

### Central Vacuum Sales and Marketing Central Vac Education Track

Instructor: Grant Olewiler, M D Manufacturing

The finale to the COMPLETE Education Track, learn how to put central vacuums in the hands of customers who may not realize how great a central vac can be! With expert sales and marketing advice, you'll be selling more units in no time!

10 AM - 10:45 AM

Room 205

### SCHMETZ Needle Education

Instructor: Rhonda Pierce, Euro-notions

Do your customers have questions about needle choice? Feel confident in your answers by taking this class.



*continued* **SUNDAY, MARCH 25**

**10 AM - 10:45 AM**

**Room 202AB**

**In-Store Embroidery Education with OESD**

Instructor: Jordan McCroskey, OESD

An in-store embroidery education program encompasses both employee training and consumer education. Learn how to ensure your employees are fully trained to teach, troubleshoot, and sell embroidery while also developing a series of classes to ensure your customers are completely confident in their embroidery skills!

**10 AM - 10:45 AM**

**Room 204**

**Keep Up - Do You Know What Your Customers Really Want to Embroider?**

Instructor: Deborah Jones, The Embroidery Store / DIME

Times they are a'changing, and this holds true for today's embroidery trends. Do your classes and machine demos feature what your customers want to embroider now? Take this class to freshen your machine demonstrations, embroidery club meetings, and event offerings.

**10 AM - NOON**

**Room 208A**

**No Progress Without Change: A Vacuum and Floorcare Panel**

For the second year, a panel of vacuum dealers and experts is back! This FLOORCARE panel and open forum will discuss and present answers directed at the core of our changing world. Floorcare consumer needs are changing, the floorcare market is changing, so how do we as dealers progress? This panel will provide the tools and knowledge to turn change into progress - and ultimately profit. Panelists include:

*Jeremy Chavis - Faribault Vacuum*  
*Evan Strittmatter - Indiana Vac / Pittsburgh Central Vacuum*  
*Christopher Blakeman - Blakeman's Sewing & Vacuum*  
*Sandy Berkshire - Stuart's House of Vacuums*  
*Denise Rairdin - Windsor Vacuum*  
*Josh Sutherland - Sew & Vac Media*  
*Moderator Josh May, Tacony Corporation*

**10 AM - 10:45 AM**

**Room 203A**

**Establishing an Employee Training Program**

Instructors: Connie Fanders and Christy Burcham, BERNINA

One of the biggest struggles in running a retail store is finding the time to properly train employees. We will discuss strategies for implementing a training program that works. We will also demonstrate the features of the BERNINA Learning Center.

**11 AM - 11:45 AM**

**Room 204**

**Garment Sewing Means More Profit with The Fit Doctor!**

Instructor: Judy Kessinger, The Fit Doctor

Give your customers a different look at garment sewing and dispel their anxieties about "the fit" with Judy Kessinger, *The Fit Doctor*. In presenting the FitNice System, made available to retailers wholesale, fit meets fashion and your store meets more profit. "Easy" and "simple" are the key words that will entice garment sewists to flock to your shop, and Judy will help you keep them coming back. Even learn how you can hire Judy for an event at your store!

**11 AM - 11:45 AM**

**Room 202AB**

**Stabilizer Mastery with OESD**

Instructor: Tamara Evans, OESD

This course will cover how to become a trusted embroidery advisor. We will discuss how to recommend the right stabilizers and products for your customer's projects as well as how to troubleshoot common embroidery problems. Learn about the new stabilizers in the OESD line and how to sell them to your customers. We will also review in-store merchandising options to maximize revenue per square foot.

**11 AM - 11:45 AM**

**Room 205**

**Clover Professional Series: The New Buying Criteria**

Instructor: Steve Butler, Clover Needlecraft Inc

Price, price, price. Because of significant competitive pressure, both products and services have become commoditized. In most industries, price has become the sole buying criteria. What can independent sewing dealers do to counter this threat? What is the next economic value beyond goods and services? *Experience* is the new buying criteria, the decision driver of what to buy and from whom to buy it. Come explore ways to leverage the new buying criteria to grow a profitable business.

**NOON - 12:45 PM**

**Room 202AB**

**Bring New Life to Your Embroidery Events**

Instructor: Tamara Evans, OESD

Learn tips for hosting successful and profitable embroidery events that will spark excitement and enthusiasm about embroidery in your store. Learn about eventing options from OESD and how to prepare, promote, and execute your own events. We will also discuss how to keep customers coming back after the event is over to generate follow-up sales.

## continued **SUNDAY, MARCH 25**

**12:30 PM - 1:30 PM**

**Room 206**

### **Retaining Key Employees... Creating A Self-Motivating Work Environment**

Instructor: Tom Hudgin, President, Wilmington  
Quality Associates

Inspired, driven, and talented employees - it's every company's most important asset. Your top-performing employees will help your company survive the toughest economy. That's why it's critical to ensure that you are taking the steps to hire the right people and retain these key employees for the short and long term. You cannot tell people to be motivated, but you can create a work environment that fosters self-motivation. This informative talk shows you how to do just that. Examine the thought processes and emotions of key performers who stay versus those who move on to what they see as "greener pastures." Get advice on hiring strategies and motivational techniques to build the loyalty necessary to ensure key employees stay and thrive.

**12:30 PM - 1:15 PM**

**Room 204**

### **Free Motion Mastery in a Month: Machine Quilting Success for Your Customers**

Instructor: RaNae Merrill, RaNae Merrill Quilt Design

*Free-Motion Mastery in a Month* is a wonderful sales incentive for customers buying or upgrading a sewing machine for quilting. Free-motion quilting can be frustrating to learn, but with this step-by-step system, your customers will be confidently quilting any design at the sewing machine in less time than they ever imagined possible - 30 days! Come see how it works! Certified Store & Certified Teacher programs available.

**12:30 PM - 1:15 PM**

**Room 201AB**

### **Zone Cleaning with Central Vacuums**

Instructors: H-P Products Staff

Are you looking for a new way to promote and sell central vacuums? Have you tried the zone approach? H-P Products is pioneering the concept of zone cleaning for central vacuums with its SmartZone Vacuum System™. Attend this seminar to learn how selling cleaning solutions for each zone of the house (kitchen, bath, laundry, whole-house, etc.) is the smart way to promote central vacuums and close more sales!

**Beginning 5:30 PM**

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

**Everyone welcome! Come participate at a table, spin the wheel, or watch and enjoy!**

Fee is \$100 to play, tax deductible. For a \$20 donation you can also spin the prize wheel and receive a great item! And don't forget...spectators watch for FREE! Come support a great cause: **The VDTA/Epstein Scholarship Fund for our industry's college-bound youth!**

## **MONDAY, MARCH 26**

**Every hour, beginning at NOON**

**Off-Site**

### **Anita Goodesign Facility Tour**

*Must provide own transportation.*

*Limited space: 10 people per tour*

A facility tour of Anita Goodesign in Charlotte, North Carolina, only 15 minutes away from the Convention Center in Charlotte. See firsthand the magic behind the making of embroidery designs with an exciting behind the scenes look at the entire creative process from original artwork to finished designs. Also, you will be able to meet and interact with the entire team from artists to educators to digitizers. **Tours begin on the hour and run thru 4 PM. Call 704-206-1296 to secure your spot.**

## **NEEDED: MODERATORS** for the **SUCCESS STUDIOS**

- ◆ **Introduce** discussion topic provided
- ◆ **Ask** for input from dealers seated at the table
- ◆ **Prompt** discussion if necessary
- ◆ **Share** your table's ideas with the whole room when asked

**If interested, email [tonya@vdta.com](mailto:tonya@vdta.com)**

**HoopSisters**  
SEE WHAT YOUR EMBROIDERY MACHINE CAN REALLY DO

**EmbroidaBlock**  
of the Month

CELEBRATING 10 YEARS OF BRINGING SHOPS: FOOT TRAFFIC, ADD-ON SALES, & EMBROIDERY MACHINE UPGRADES.

**HoopSisters 10th Anniversary**

LET US SHOW YOU HOW!

[www.hoopsisters.com](http://www.hoopsisters.com)  
866.497.4068





Everyone  
gets a  
voice!

## Small Group Discussions

only at the **2018 VDTA • SDTA Int'l Trade Show & Convention** in conjunction with the **First Annual Quilt Retailer Trade Show**

Talk,  
Trade Ideas,  
& Switch  
Tables!

When: Saturday,  
March 24, 2018  
1 PM - 2:30 PM

Where: Charlotte  
Convention Ctr,  
Room 208A

At the 2018 VDTA Show in Charlotte!

# SUCCESS STUDIOS

For both Vacuum and Sewing Dealers

If you've attended a VDTA Show, then you have...

- » Listened to speakers
  - » Learned from instructors
  - » Asked questions of panelists
- ...and now its time for **MORE!**

### HOW IT WORKS?

Each table is assigned topics for discussion. Sit at a table of your choice and trade ideas with your peers. After a short time, **switch tables**. You'll be seated with new people and have the chance to discuss new topics.

For the first time ever at VDTA,  
attend **SMALL GROUP DISCUSSIONS - "Success Studios"**  
all in one big classroom. 90 minutes of peer-to-peer  
conversations about the best ways to be profitable!

This is **the COLLABORATION** you've been waiting for!

# Exhibitors

**VDTA • SDTA Int'l Trade Show • March 24-26, 2018**  
**Charlotte Convention Ctr, Halls B&C**

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

## **ABM International / Innova**

**Booths 507, 509**

Montgomery, TX

936-441-4401 • [www.innovalongarm.com](http://www.innovalongarm.com)

*Exhibiting longarm quilting machines.*

## **AccuQuilt**

**Booths 709, 711, 808, 810**

Omaha, NE

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

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

## **Air Lite Manufacturing**

**Booth 1005**

Pontiac, MI

248-334-8131

## **Airfree Produtos Electronicos SA**

**Booths 647, 746**

Lisbon, Portugal

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

*Exhibiting air purifiers.*

## **American & Efird**

**Booths 929, 931, 933**

Mount Holly, NC

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

*Exhibiting threads and zippers.*

## **AMI/Stain-X**

**Booths 1129, 1131**

Madison, WI

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

*Exhibiting Stain-X branded cleaning products.*

## **Anita Goodesign**

**Booths 431, 433, 435**

Charlotte, NC

704-206-1296 • [www.anitagoodesignonline.com](http://www.anitagoodesignonline.com)

*Exhibiting machine embroidery designs.*

## **Arrow & Kangaroo**

**Booths 139, 141, 143, 145, 238, 240, 242, 244**

Delevan, WI

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

*Exhibiting sewing cabinets.*

## **Aurifil USA Inc**

**Booths 750, 752**

Naperville, IL

312-268-5817 • [www.aurifil.com](http://www.aurifil.com)

*Exhibiting thread.*

## **Baby Lock**

**Booths 551, 553, 555, 557, 559**

Fenton, MO

800-482-2669 • [www.babylock.com](http://www.babylock.com)

*Exhibiting sewing machines.*

## **BeatsAll Grout Cleaner**

**Booth 446**

Largo, FL

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

*Exhibiting grout cleaner.*

## **BERNINA**

**Booths 615, 617, 619, 621, 623, 714, 716, 718, 720, 722**

Aurora, IL

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

*Exhibiting BERNINA sewing machines.*

## **Blank Quilting Corp / Studioe Fabrics / Henry Glass & Co**

**Booth 608**

New York, NY

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

*Exhibiting printed and solid cotton fabrics, printed and solid flannel, precuts, licensed prints, 108" backings, yarn dyes, batting and tea towels.*

## **Bloc Loc Rulers**

**Booths 632, 634**

Loveland, CO

970-635-3005 • [www.blocloc.com](http://www.blocloc.com)

*Exhibiting Bloc Loc rulers.*

## **Bluefig**

**Booths 335, 434**

Vancouver, WA

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

*Exhibiting bags and accessories.*



**BranoFilter****Booths 729, 731**

Mooresville, NC

704-658-0502 • [wessel-werkusa.com](http://wessel-werkusa.com)

*Exhibiting vacuum cleaner bags for domestic and industrial uses with a focus on high-quality nonwoven filters. Headquartered in Germany for decades, BranoFilter lists many of the well-known vacuum cleaner manufacturers in Europe in their client base.*

**Brewer****Booths 615, 617, 619, 621, 623, 714, 716, 718, 720, 722**

Aurora, IL

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

*Exhibiting Brewer Sewing Supply notions.*

**Brother International****Booths 415, 417, 419, 421, 423, 514, 516, 518, 520, 522**

Bridgewater, NJ

908-352-3044 • [www.brother-usa.com](http://www.brother-usa.com)

*Exhibiting sewing, embroidery, and quilting machines.*

**Canplas****Booths 935, 1034**

Barrie, ON, Canada

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

*Exhibiting central vacuum fittings, valves, and accessories.*

**Clover Needlecraft****Booths 629, 631, 728, 730**

Ontario, CA

909-218-2165 • [www.clover-usa.com](http://www.clover-usa.com)

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

**Consew / Meistergram****Booths 638, 640, 642**

Carlstadt, NJ

212-741-7788 • [www.consew.com](http://www.consew.com)

*Exhibiting Consew, Chandler, and Tacsew sewing machines and Meistergram embroidery machines, parts, and supplies.*

**CWP Technologies****Booths 146, 148, 150**

Cleveland, OH

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

*Exhibiting brush rolls, specialty brushes, cleaning solutions, and more.*

**Cyclovac****Booth 515, 517, 519, 614, 616, 618**

Blainville, QC, Canada

800-361-9553 • [www.cyclovac.com](http://www.cyclovac.com)

*Exhibiting central vacuum systems.*

# PFAFF Through the Ages

## ***Fashion Sewing Display at VDTA 2018***

*Garments made by Katrina Walker*

**Come see an amazing fashion display with styles from the 1800's until now! Also featured will be the sewing machines of the era!**

Next to the SVP Worldwide Booth at the 2018 VDTA•SDTA Trade Show in Charlotte, North Carolina

**March 24-26, 2018****PFAFF**

## **Daylight Company**

### **Booths 138, 140, 142**

Millstone Twp, NJ  
732-684-4443 • [www.daylightcompany.com](http://www.daylightcompany.com)  
*Exhibiting lights and magnification products.*

## **DESCO**

### **Booths 329, 331, 333, 428, 430, 432**

Hauppauge, NY  
800-833-3726 • [www.descovac.com](http://www.descovac.com)  
*Exhibiting vacuums, vacuum parts, and accessories.*

## **Designs by Hope Yoder**

### **Booth 1114**

Sarasota, FL  
941-378-5019 • [www.hopeyoder.com](http://www.hopeyoder.com)  
*Exhibiting embroidery designs.*

## **dime**

### **Booths 650, 651, 652, 653, 654**

Dallas, TX  
888-739-0555 • [www.dzgns.com](http://www.dzgns.com)  
*Exhibiting machine embroidery and quilting software, designs, and notions.*

## **Domel**

### **Booths 116, 118**

East Rutherford, NJ  
201-315-5525 • [www.domel.com](http://www.domel.com)  
*Exhibiting vacuum motors for dry and wet aspiration.*

## **DVC Products**

### **Booths 751, 850**

Chagrin Falls, OH  
440-519-9301 • [www.dvcproducts.net](http://www.dvcproducts.net)  
*Exhibiting vacuum filters, bags, and accessories.*

## **Durkee Hoops**

### **Booth 606**

Cornelius, NC  
980-689-2684 • [www.dehoops.com](http://www.dehoops.com)  
*Exhibiting Durkee embroidery hoops and frames.*

## **Dyson**

### **Booths 127, 129, 131, 133, 135, 226, 228, 230, 232, 234**

Chicago, IL  
312-989-0045 • [www.dyson.com](http://www.dyson.com)  
*Exhibiting floorcare and environmental control products.*

## **e-cloth by TADgreen Inc**

### **Booths 938, 940**

Greenland, NH  
800-667-4354 • [www.ecloth.com](http://www.ecloth.com)  
*Exhibiting chemical-free cleaning products.*

## **Edge Technologies**

### **Booth 1028**

Gig Harbor, WA  
800-275-2015 • [www.profit-plus.com](http://www.profit-plus.com)  
*Exhibiting Point of Sale / inventory control software.*

## **Electrolux Home Care & SDA North America**

### **Booths 835, 934**

Charlotte, NC  
905-608-3849 • [www.electroluxappliances.com](http://www.electroluxappliances.com)  
*Exhibiting BEAM, Electrolux central vacuums, and Sanitaire commercial vacuums.*

## **Elna**

### **Booths 227, 229, 231, 233, 235, 326, 328, 330, 332, 334**

Mahwah, NJ  
201-710-2119 • [www.elnausa.com](http://www.elnausa.com)  
*Exhibiting cutting machines, sewing machines, embroidery machines, sergers, parts, and notions.*

## **EnMart / Iris Thread**

### **Booth 605**

Traverse City, MI  
866-516-1300 • [www.myenmart.com](http://www.myenmart.com)  
*Exhibiting thread for embroidery and quilting.*

## **EnviroCare Technologies LLC**

### **Booths 445, 447**

Bohemia, NY  
631-218-3621 • [www.envirocare-us.com](http://www.envirocare-us.com)  
*Exhibiting vacuum bags and filters.*

## **ESSCO**

### **Booths 117, 119, 121, 123, 216, 218, 220, 222**

Twinsburg, OH  
216-503-5541 • [www.essco.net](http://www.essco.net)  
*Exhibiting vacuums and parts.*

## **Euro-Notions**

### **Booth 704**

Willowbrook, IL  
800-527-2408 • [www.euronotions.com](http://www.euronotions.com)  
*Exhibiting Schmetz, Grabbit sewing tools, and much more.*

## **F&W Media**

### **Booth 346**

West Lake, OH  
440-899-6300 • [www.sewingexpo.com](http://www.sewingexpo.com)  
*Exhibiting F&W publications.*

## **F2M International**

### **Booth 136**

Woodbridge, ON, Canada  
905-856-5120 • [www.vacsoc.com](http://www.vacsoc.com)  
*Exhibiting central vacuum hose covers and accessories.*

# Rise and Shine

with  
**dime**

DESIGNS IN MACHINE EMBROIDERY

VDTA/STDA  
**2018**  
Charlotte, NC

## Saturday • March 24

### Rise and Shine with **dime**

7:30 AM – 8:45 AM • Room 209-AB / 210-AB

Stay  
For

**Dave Ferguson's Keynote**  
**9:00 AM -10:00 AM**

**Eileen  
Roche**

EMBROIDERY  
EXPERT & EDITOR OF  
DESIGNS IN MACHINE  
EMBROIDERY



**Dave  
Ferguson**

EXECUTIVE COACH.  
SPEAKER. AUTHOR.



**Wayne  
Walker**  
RISE AND SHINE  
HOST

**Product  
Reveal**  
WHAT'S IN STORE  
FOR DEALERS...  
LITTERALLY!



**dime Prime! New Product Reveal**  
10:00 AM – 11:00 AM • Room 209-AB /210-AB

### Six Reasons to Attend:

- #6. Meet Dave Ferguson who will be giving away 10 autographed Boss or Leader books!
- #5. See 2018 lineup of NEW patented-pending products!
- #4. Hear from dealers that have had success with **dime**!
- #3. Get & use \$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



## **Famore Cutlery/Specialty Product Sales Inc**

**Booths 151, 250**

Gainesville, GA

678-971-4438 • [www.famorecutlery.com](http://www.famorecutlery.com)

*Exhibiting scissors, tweezers, lights, and magnifiers.*

## **NEW! Fersan Makina LMI ITH IHR SAN TIC LTD STL**

**Booth 1038**

Gaziermir, Izmir, Turkey

0090-232-281-4343 • [www.fersanfiltre.com](http://www.fersanfiltre.com)

*Exhibiting vacuum cleaner dust bags.*

## **Fil-Tec Bobbin Company**

**Booths 1009**

Hagerstown, MD

888-924-3224 • [www.bobbincentral.com](http://www.bobbincentral.com)

*Exhibiting Fil-Tec products: top thread, bobbins, and retail displays.*

## **NEW! Fit Nice**

**Booth 610**

Louisville, KY

502-802-9571 • [www.fitnicesystem.com](http://www.fitnicesystem.com)

*Exhibiting patterns, books, classes, and seminars.*

## **Flexi-Felt**

**Booth 939**

Alexandria Bay, NY

877-353-9433 • [www.flexifelt.com](http://www.flexifelt.com)

*Exhibiting Flexi-Felt.*

## **Fresh Wave by OMI Industries**

**Booths 727, 826**

Long Grove, IL

847-304-9111 • [www.freshwaveworks.com](http://www.freshwaveworks.com)

*Exhibiting Fresh Wave natural odor-removing products.*

## **Grace Company / Q'nique**

**Booths 639, 641, 738**

Salt Lake City, UT

800-264-0644 • [www.graceframe.com](http://www.graceframe.com)

*Exhibiting Q'nique mid-arm and long-arm machines, frames, and Truecut accessories.*

## **H-P Products Central Vacuums**

**Booths 745, 747, 844, 846**

Louisville, OH

330-875-5556 • [www.h-pcleanfast.com](http://www.h-pcleanfast.com)

*Exhibiting central vacuum systems and accessories.*

## **Hide-A-Hose Inc**

**Booths 827, 926**

Monroe, WA

360-863-0775 • [www.hideahose.com](http://www.hideahose.com)

*Exhibiting central vacuums.*

## **Hizero Inc**

**Booths 251, 350**

Alhambra, CA

323-271-0387 • [www.hizero.com](http://www.hizero.com)

*Exhibiting the Hizero bionic 4-in-1 mop.*

## **HoopSisters**

**Booths 903, 905**

Lima, OH

866-497-4068 • [www.hoopsister.com](http://www.hoopsister.com)

*Exhibiting quilt in the hoop designs, battilizer, trimmers, and scissors.*

## **Horn of America Inc**

**Booths 351, 353, 355, 450, 452, 454**

Sutton, WV

800-882-8845 • [www.hornofamerica.com](http://www.hornofamerica.com)

*Exhibiting sewing cabinets, chairs, scissors, and cutting mats.*

## **NEW! Hotfix Express**

**Booth 604**

Dover, FL

813-704-5919 • [www.hotfixfabric.com](http://www.hotfixfabric.com)

*Exhibiting Hotfix fabric and Hotfix adhesive.*

## **Husqvarna Viking**

**Booths 803, 805, 807, 809, 811, 902, 904, 906, 908, 910**

La Vergne, TN

615-213-0880

*Exhibiting Husqvarna Viking sewing machines.*

## **Intervac Design Corp**

**Booths 120, 122**

Palm City, FL

772-463-1400 • [www.intervacdesign.com](http://www.intervacdesign.com)

*Exhibiting space saving compact central vacuums.*

## **Janome**

**Booths 227, 229, 231, 233, 235, 326, 328, 330, 332, 334**

Mahwah, NJ

201-710-2119 • [www.janome-america.com](http://www.janome-america.com)

*Exhibiting cutting machines, sewing machines, embroidery machines, sergers, parts, and notions.*

## **Joya Distributing Inc**

**Booths 1027, 1029, 1126, 1128**

Medford, OR

541-773-4928 • [www.laurastarus.com](http://www.laurastarus.com) •

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

*Exhibiting LauraStar ironing systems and Sylvia sewing furniture.*

## **NEW! Kaye Wood**

**Booth 503**

Sun City, AZ

989-709-0978 • [www.kayewood.com](http://www.kayewood.com)

*Exhibiting Smartcard and Kaye Wood quilting products and cruises.*

### **Kimberbell Designs**

**Booths 611, 710**

Logan, UT

435-915-6741 • [www.kimberbelldesigns.com](http://www.kimberbelldesigns.com)

*Exhibiting machine embroidery, quilting, and sewing patterns plus project embellishments.*

### **Koala**

**Booths 542, 544, 546**

Fenton, MO

800-482-2669 • [www.sewingandcreativeclub.com](http://www.sewingandcreativeclub.com)

*Exhibiting sewing furniture.*

### **NEW! Lady Cher Stitch Studio LLC**

**Booth 802**

Ballston Lake, NY

518-877-5862 • [www.ladycher.com](http://www.ladycher.com)

*Exhibiting trunk show of pencil skirts, sewing patterns, sewing manuals, and sewing supplies.*

### **Lampe Berger USA**

**Booths 839, 841, 843**

New York, NY

212-615-3100 • [www.lampeberger.us](http://www.lampeberger.us)

*Exhibiting Lampe Berger products.*

### **Like Sew**

**Booths 851, 950**

Springville, UT

877-909-6699 • [www.likesew.com](http://www.likesew.com)

*Exhibiting software, Point of Sale, and websites.*

### **Lindhaus**

**Booths 1039, 1041, 1138, 1140**

Savage, MN

952-707-1131 • [www.lindhaus.com](http://www.lindhaus.com)

*Exhibiting Lindhaus, the finest vacuum cleaner in the world, distributed by the nicest people in the world.*

### **Loralie Designs**

**Booth 247**

Windsor, CO

970-568-6581 • [www.loraliedesigns.com](http://www.loraliedesigns.com)

*Exhibiting machine embroidery fabric.*

### **Maytag**

**Booths 539, 541**

Fenton, MO

800-482-2669 • [www.maytagvacuums.com](http://www.maytagvacuums.com)

*Exhibiting vacuums.*

### **MD Manufacturing**

**Booths 427, 429**

Bakersfield, CA

661-283-7550 • [www.centralvacuum.com](http://www.centralvacuum.com)

*Exhibiting Silent Master, Modern Day, FloMaster, and AirMaster central vacuums along with an extensive array of kits, parts, and more.*

### **Mettler USA / Amann Group**

**Booth 951**

Broomfield, CO

855-265-9084 • [www.amann-mettler.com](http://www.amann-mettler.com)

*Exhibiting thread.*

# YOU'RE INVITED TO THE INDUSTRY AWARDS PRESENTATION



**Awards Presentation held  
at 6:30 PM in Room 207,  
Charlotte Convention Center**

**Friday Evening, March 23, 2018**

**Come mingle with your industry  
friends for a great time!**

**COCKTAIL RECEPTION  
IMMEDIATELY FOLLOWING**

Reception Sponsored by:

**DOMEL®**

## **NEW!** MidSouth Crafting Supplies

### **Booth 847**

Smyrna, TN  
615-462-5918 • [www.midsouthcraftingsupplies.com](http://www.midsouthcraftingsupplies.com)  
*Exhibiting Siser heat transfer vinyl, tape technologies adhesive vinyl, and textile foils.*

## **Miele Inc**

**Booths 239, 241, 243, 245, 338, 339, 340, 341, 342, 343, 344, 345, 438, 440, 442, 444, 446**  
Princeton, NJ  
800-843-7231 • [www.mieleusa.com](http://www.mieleusa.com)  
*Exhibiting vacuum cleaners and parts.*

## **Myraton Industries**

**Booth 845**  
St. Catharines, ON, Canada  
905-646-2513 • [www.myraton.com](http://www.myraton.com)  
*Exhibiting telescopic wands and related floor-care handles and metal connectors.*

## **Nace Care Solutions**

**Booths 644, 646**  
Mississauga, ON, Canada  
905-795-0122 • [www.nacecare.com](http://www.nacecare.com)  
*Exhibiting domestic and commercial vacuums.*

## **OESD**

**Booths 217, 219, 221, 223, 316, 318, 320, 322**  
Edmund, OK  
405-359-2741 • [www.oesd.com](http://www.oesd.com)  
*Exhibiting OESD embroidery events, embroidery stabilizers, and embroidery designs.*

## **PD Sixty Distributor Inc**

**Booths 753, 755, 853, 854**  
Peachtree, Corners, GA  
800-904-9815 • [www.pd60.net](http://www.pd60.net)  
*Exhibiting sewing machine parts and accessories.*

## **Pickle Pie Designs**

**Booth 511**  
Peachtree, Corners, GA  
919-306-1491 • [www.picklepiedesigns.com](http://www.picklepiedesigns.com)  
*Exhibiting in the hoop embroidery designs and quilt in the hoop designs.*

## **Pfaff**

**Booths 803, 805, 807, 809, 811, 902, 904, 906, 908, 910**  
La Vergne, TN  
615-213-0880  
*Exhibiting Pfaff sewing machines.*

## **Plastiflex Hose System Solutions**

**Booths 633, 635, 732, 734**  
Statesville, NC  
704-871-8448 • [www.plastiflex.com](http://www.plastiflex.com)  
*Exhibiting Vacpan décor, retractable hose with swivel cuff, new marketing material, and catalog.*

## **POSIM Software**

### **Booth 630**

Layton, UT  
801-546-1616 • [www.posim.com](http://www.posim.com)  
*Exhibiting Point of Sale software.*

## **ProTeam**

**Booth 946**  
St. Louis, MO  
866-888-2168 • [www.proteam.emerson.com](http://www.proteam.emerson.com)  
*Exhibiting ProTeam vacuums.*

## **Q'nique / Grace Company**

**Booth 641**  
Salt Lake City, UT  
800-264-0644 • [www.graceframe.com](http://www.graceframe.com)  
*Exhibiting Q'nique mid-arm and long-arm machines, frames, and Truecut accessories.*

## **NEW!** Qualtex USA Inc

**Booths 740, 742**  
Atlanta, GA  
470-588-4080  
*Exhibiting vacuum parts and machines.*

## **Queen of Stitching**

**Booth 501**  
Seattle, WA  
206-824-6009 • [www.queenofstitching.com](http://www.queenofstitching.com)  
*Exhibiting in the hoop quilt designs.*

## **NEW!** RaNae Merrill Quilt Design

**Booth 700**  
New York, NY  
212-316-2063 • [www.ranaemerrillquilts.com](http://www.ranaemerrillquilts.com)  
*Exhibiting quilting books and tools.*

## **Riccar**

**Booths 526, 528, 530, 532, 534**  
Fenton, MO  
800-482-2669 • [www.riccar.com](http://www.riccar.com)  
*Exhibiting vacuums.*

## **NEW!** RJR & Cotton + Steel

**Booth 410**  
Torrance, CA  
310-222-8782 • [www.rjrfabrics.com](http://www.rjrfabrics.com),  
[www.cottonandsteelfabrics.com](http://www.cottonandsteelfabrics.com)  
*Exhibiting fabrics.*

## **RNK Distributing**

**Booths 913, 915, 917, 919, 921, 1012, 1013, 1014, 1015, 1016, 1017, 1018, 1019, 1020, 1021, 1114, 1116, 1118, 1120, 1122**  
Knoxville, TN  
865-549-5115 • [www.rnkistributing.com](http://www.rnkistributing.com)  
*Exhibiting All RNK products – Floriani, Jenny Haskins, Quilter's Select, and more!*



## **Rug Doctor**

### **Booth 643**

Plano, TX  
336-793-1943 • [www.rugdoctorcommercial.com](http://www.rugdoctorcommercial.com)  
*Exhibiting machines and solutions.*

## **SEBO America**

### **Booths 739, 741, 743, 838, 840, 842**

Centennial, CO  
303-792-9181 • [www.sebo.us](http://www.sebo.us)  
*Exhibiting upright and canister vacuums, floor polishers, and dry carpet cleaning.*

## **Sew Steady**

### **Booths 147, 246**

Eugene, OR  
800-837-3261 • [www.sewsteady.com](http://www.sewsteady.com)  
*Exhibiting acrylic extension table, rulers, templates, and accessories for quilting and sewing.*

## **Shannon Fabrics**

### **Booths 911, 1010**

Los Angeles, CA  
323-234-5252 • [www.shannonfabrics.com](http://www.shannonfabrics.com)  
*Exhibiting fabrics.*

## **Simplicity**

### **Booths 527, 529, 531, 533, 535**

Fenton, MO  
800-482-2669 • [www.simplicityvac.com](http://www.simplicityvac.com)  
*Exhibiting vacuums.*

## **Singer**

### **Booths 803, 805, 807, 809, 811, 902, 904, 906, 908, 910**

La Vergne, TN  
615-213-0880  
*Exhibiting Singer sewing machines.*

## **Stahls'**

### **Booth 347**

Sterling Heights, MI  
586-772-6161 • [www.stahls.com](http://www.stahls.com)  
*Exhibiting heat transfer vinyl and heat presses.*

## **Steel City Vacuum Co**

### **Booths 315, 317, 319, 321, 323, 414, 416, 418, 420, 422**

Mt Pleasant, PA  
800-822-1199 • [www.steelcityvac.com](http://www.steelcityvac.com)  
*Exhibiting vacuums and parts.*

## **Sulky of America Inc**

### **Booths 626, 628**

Kerresaw, GA  
770-429-3979 • [www.sulky.com](http://www.sulky.com)  
*Exhibiting decorative threads and stabilizers.*

## **Suzhou Minkang Filter Co Ltd**

### **Booth 124**

Ling Feng Ind Park Suzhou, Jiangsu  
0086-512-6541-6862 • [www.mingkang.cn](http://www.mingkang.cn)  
*Exhibiting air filters and HEPA filters for vacuum cleaners.*

## **SVP Worldwide**

### **Booths 803, 805, 807, 809, 811, 902, 904, 906, 908, 910**

La Vergne, TN  
615-213-0880 • [www.svpworldwide.com](http://www.svpworldwide.com)  
*Exhibiting Husqvarna Viking, Pfaff, and Singer sewing machines.*

## **SVP Worldwide - Singer, Viking, Pfaff**

### **Booths 804, 806**

La Vergne, TN  
615-213-0880 • [www.singerco.com](http://www.singerco.com),  
[www.husqvarnaviking.com](http://www.husqvarnaviking.com), [www.pfaff.com](http://www.pfaff.com)  
*Exhibiting Singer, Viking, and Pfaff aftermarket products.*

## **Synchrony Financial**

### **Booths 132, 134**

Kettering, OH  
800-333-1082 • [www.synchronybusiness.com](http://www.synchronybusiness.com)  
*Exhibiting financial services / consumer credit cards.*

## **Tacony Corporation**

### **Booths 538, 540, 439, 441**

Fenton, MO  
800-482-2669 • [www.tacony.com](http://www.tacony.com)  
*Exhibiting vacuums and sewing products.*

## **Tacony Sewing Central**

### **Booths 554, 556, 558**

Fenton, MO  
800-482-2669 • [www.tacony.com](http://www.tacony.com)  
*Exhibiting sewing notions and products.*

## **Tailormade**

### **Booths 550, 552**

Fenton, MO  
800-482-2669 • [www.tailormadecabinets.com](http://www.tailormadecabinets.com)  
*Exhibiting sewing cabinets.*

## **The Carpet and Rug Institute**

### **Booth 443**

Dalton, GA  
706-428-2123 • [www.carpet-rug.org](http://www.carpet-rug.org)  
*Exhibiting carpet and rug cleaning materials.*

## **TTi Floor Care North America**

### **Booths 715, 717, 719, 721, 723, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 914, 916, 918, 920, 922**

Glenwillow, OH  
440-996-2000 • [www.ttifloorcare.com](http://www.ttifloorcare.com)  
*Exhibiting Hoover, Royal, Oreck vacuum cleaners & accessories.*

### Vac Pro's

**Booths 543, 545, 547**

Fenton, MO

800-482-2669 • [www.tacony.com](http://www.tacony.com)

*Exhibiting vacuums.*

### VacuMaid Central Vacuum Systems

**Booths 828, 830**

Ponca City, OK

580-762-2457 • [www.vacumaid.com](http://www.vacumaid.com)

*Exhibiting VacuMaid central vacuum systems.*

### Wessel-Werk USA

**Booths 733, 735, 832, 834**

Mooresville, NC

704-658-0502 • [www.wessel-werkusa.com](http://www.wessel-werkusa.com)

*Exhibiting vacuum cleaner nozzles.*

### Wonderfil Specialty Threads

**Booths 411, 412**

Calgary, ON, Canada

403-250-8262 • [www.wonderfil.net](http://www.wonderfil.net)

*Exhibiting quilting and specialty threads.*

### Wool Shop

**Booths 128, 130**

Grant City, MO

660-564-2444 • [www.woolshop.com](http://www.woolshop.com)

*Exhibiting sheepskin products: dusters, mops, telescopic dusters and ceiling fan dusters, lambs wool vac bumper covers. Town talk cleaning products, wax applicators and buffing pads, microfiber clothes and lanolin skin care products.*



Presented at  
**VDTA**  
2018

**Judy Kessinger, The Fit Doctor, presents the FitNice System! Get more customers to like garment sewing and dispel their anxieties about "the fit." With Judy's system, fit meets fashion and your store meets more profit!**

**Attend Judy Kessinger's class at the 2018 VDTA•SDTA Trade Show and Convention in Charlotte!**

**Earn More Business,  
More Profit with  
THE FIT DOCTOR!**

# New Year, New Business Goals

**H**ave you set your business resolutions for the New Year? If you're like me, I procrastinate until AFTER watching the countdown and ball drop... a little late, I know. One reason why people fail to achieve their New Year's goals is because of hasty resolution-making. Verizon's *Small Business Resources* recommend 3 steps to making better resolutions: brainstorming, organizing, and re-writing.

**BRAINSTORMING:** When you make a New Year's resolution for your business, really dig in to the brainstorming process. Write on a white board, poster board, or chalkboard all of your potential resolutions. Have employees help, because they see different aspects of the business.

**ORGANIZING:** After you've compiled a nice list (8-10 items), organize the list in different ways to calculate each resolution's overall value. Definitely organize from most impactful to least impactful. Then you might organize by one or more of the following:

- ▶ Most money to implement – least money
- ▶ Most time consuming – least time consuming
- ▶ Requiring the most manpower – the least manpower

Then compare your lists! If one particular goal is the most impactful and least costly, pursue it! However, if another goal falls somewhere in the middle of the "impactful" scale but higher up on "manpower," you might need to give that goal more thought. Choose your top 3 goals that are the most valuable and realistic, taking into account your factors (impact, time, money, manpower, etc.).

**REWRITING:** After you choose your 3 resolutions, re-write them to be measurable. Get rid of words like "more" and "better" and replace them with specific actions. Rather than resolving to "Do more email marketing campaigns," rewrite your goal to say, "Do a new email marketing campaign with one new graphic element once a month."

Having a measurable action means having the tools to be accountable and find success!

**What are your New Year's Business Resolutions? The VDTA wants to know!**  
**Email Editor Tonya Tienter**  
**at [tonya@vdt.com](mailto:tonya@vdt.com).**



# No Progress Without Change:

## *A Vacuum and Floorcare Panel*

**For the second year, a panel of vacuum dealers and experts is back!**

This FLOORCARE panel and open forum will discuss and present answers directed at the core of our changing world. Floorcare consumer needs are changing, the floorcare market is changing, so how do dealers progress? This panel will provide the tools and knowledge to turn **CHANGE** into **PROGRESS**...and ultimately **PROFIT**.

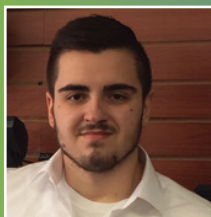
**When: Sunday, March 25 from 10 AM-NOON Where: Charlotte Convention Ctr, Room 208A**  
**Day 2 of VDTA Trade Show**



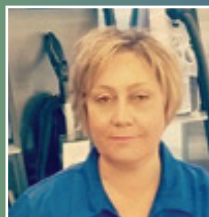
Josh Sutherland  
Sew & Vac Media



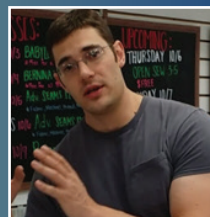
Jeremy Chavis  
Faribault Vacuum



Evan Strittmatter  
Indiana Vac and  
Pittsburgh Central  
Vacuum



Sandy Berkshire  
Stuart's House  
of Vacuums



Christopher  
Blakeman  
Blakeman's  
Sewing & Vacuum



Denise Rairdin  
Windsor Vacuum

**At the 2018 VDTA•SDTA Int'l  
Trade Show and Convention**

Hosted by Josh May,  
Tacony Corporation





# BRINGING YOUR PRODUCTS TO LIFE



**A floorcare seminar by:  
Travis Hickey & Chris Black**

## **An Art:**

*Filled with live  
examples, store  
situations, &  
definitive answers  
to growing your  
in-store retail  
business!*

**VDTA  
MUST-SEE  
SEMINAR!**

**Don't miss the  
chance to learn  
from the best!**

**March  
2018,  
Charlotte,  
NC**

## **Where:**

**Room 206  
Charlotte Convention Ctr**

**Mark this seminar on your calendar, and  
register to attend the VDTA Show today!**

**Go to [VDTA.com](http://VDTA.com) and click  
"Convention," call 800-367-5651,  
or fill out the form on page 31**

## **When:**

**11:30 AM - 12:30 PM  
Saturday, March 24  
VDTA•SDTA Show 2018**



# 20 & 30

# Year Members

**VDTA•SDTA Members to be Honored  
at The 2018 Charlotte Convention**

## 20 Year Members

### Independent Dealer Members

**Aavac Center**

Rogers, AR

**Badger State Enterprises Inc**

Chippewa Falls, WI

**Bagdon's Vacuum**

Baltimore, MD

**Bolts in the Bath Tub**

Lancaster, CA

**B-Sew Inn LLC**

Muskogee, OK

**Cadillac Vacuum Sales & Service**

Cadillac, MI

**California Sewing & Vacuum**

San Jose, CA

**Daines Cotton Shop**

Salt Lake City, UT

**Dale's Sales & Service**

Greenville, SC

**DESCO Appliances Inc**

New York NY

**Issaquah Sewing & Vacuum**

Issaquah, WA

**Low country Vacuum & Sew**

Charleston, SC

**Luedke's House of Sewing**

Princeton, WI

**Michael Pupek Co**

San Juan, PR

**Redland's Sewing Center**

Redland's CA

**Rich's Sewing & Vacuum**

Salem, OR and Albany, OR

**San Bernardino Sew-Vac**

San Bernardino, CA

**Sew Right Sewing Machines**

Bayside Queens, NY

**Suncoast Vacuum & Appliance**

Port Charlotte, FL

**Vacuum Center of Salinas**

Salinas, CA

## 30 Year Members

### Associate Members

**H-P Products Inc**

Louisville, OH

### Independent Dealer Members

**A-1 Vacuum Center Inc**

Green Bay, WI

**Ace Parts Company**

Ashtabula, OH

**Casa De Las Aspiradoras Inc**

Bayamon, PR

**City Wide Vacuum**

Salt Lake City, UT

**Columbus Vacuum & Sewing Center**

Columbus, MS

**Queen Vacuum & Sewing Mach Co**

Red Bank, NJ

**Regina Vacuum Service Co**

St. Paul, MN

**Richmond Vacuum Systems LLC**

Richmond, VA

**Sewing Machine & Vacuum Outlet**

Ridgeland, SC

**Smitty's Sew-N-Vac**

Sterling, IL

**Sun Sew Vac**

Alexandria, VA

**The Machine Shop**

Highland, IL

**The Vac Shop**

Mt. Vernon, OH

**Yaple's Vac & Sew Ctr**

Erie, PA

## Awards Presentation:

Friday, March 23  
6:30 PM, Room 207  
Charlotte Convention Ctr.

# Productivity Tip for Work: Know Your Brownie Tasks

When audiences ask me for an easy productivity tip, I tell them to think about their sweet tooth. In a lot of cases, they're performing what I call "brownie tasks," things that take up time and don't add a lot of value.

“It's possible to stay busy all day and accomplish very little.”

I first encountered brownie tasks while I was the Executive Director of a professional ballet company. At the time, money was extremely tight due to the recession and many donors had empty pockets thanks to the Bernie Madoff scandal.

An extensive fundraising campaign was our way to keep the doors open and the dancers dancing. From grants to donations, every avenue of support was pursued.

The possibility of the business closing motivated some parents of dance academy students to hold a bake sale. While they felt this was the sweet solution to our problems, I knew it would be more like Sweet'N Low, momentarily satisfying but otherwise lacking.

Here's the productivity tip for work that the parents hadn't considered. While a bake sale is fun, tasty, and a source of revenue, its potential impact on the financial problem is limited. At best, we would generate roughly \$100 from the event.

The company's expenses soared higher. Monthly payroll was more than six figures, and just one pair of pointe shoes, which a ballerina could wear out after one performance, cost \$125.

The effort, while greatly appreciated, would hardly have an impact on the bottom line.

You can be tempted to jump in and help with brownie tasks. I could have spent hours baking, putting up signs, and selling the food. While all would have helped the cause, would they have mattered in the big picture?

I realized my involvement with the bake sale needed to be limited to buying a couple of cookies. My attention needed to be on obtaining significant sources of funding.

On the job, what are your brownie tasks? How much time are you spending on things that are enjoyable but don't play a major role in your big picture goals? Over time, these activities can sneak onto your schedule and leave you wondering why you're not more productive at work.

It's possible to stay busy all day and accomplish very little. While a brownie tastes good, it shouldn't be a major part of your diet.



## About the Author:

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





# Classifieds

**Help Wanted:** Sales Manager Wanted. Immediate opening. Relocate to Florida-Miami-Tampa. Starting Salary: 55K. Qualified applicant must possess the following skills/take responsibility for the following:

- Effective management skills
- Ability to sell and fix-Miele sales experience required
- Scheduling for multiple locations;
- Inventory purchasing and control

*Tops Vacuum & Sewing.* Contact Greg Bank, Owner: gregoryabank@gmail.com (0-0)

**Business for Sale:** Turn-key Sewing Supplies Business FOR SALE. Owner retiring after 43 years. NYS industry leader. Patchogue, NY. Listed at \$199K. Call 1-631-288-6333. (0-0)

**Business for Sale:** Suncoast Vacuum in Port Charlotte, Florida. Forty-year business with loyal customer base. Ideal turn-key sale for 2800 sq ft building, lot & inventory together, but will negotiate leasing options. All points negotiable. Contact Paul at 941-629-2216, sales@suncoastvacuum.com to discuss pricing & options. (3-3)

**Business for Sale:** Move to the Beach! Established 1978, only vacuum store in 70 mile radius. Serving affluent Georgia coastal community: St. Simons Island, Sea Island, Brunswick. Rent or buy our 1,000 sq. ft retail condo in upscale building. Owner retiring, 45K own finance with 50% down. Call 912-265-4512. (2-2)

**Business for Sale:** Vacuum cleaner sales and service. 35 years of successful operation, upstate NY Saratoga county. \$166,000 building available. Rent/buy. Store view. www.hotvac.com. Contact David Swinton. 518-587-2177. Hotvac@hotmail.com. (2-3)

**Business for Sale:** Sewing and Vacuum Store for sale. Brands carried: Miele, Riccar, and others. Viking, Pfaff, Brother & Janome. 14 years in Wilmington, DE \$1,000,000 annual sales at over 50% margins. Turnkey with support. Call for more information. Please, serious inquiries only. 609-352-6111. (0-0)

**Announcement:** 50% Profit @ &16.95 per gallon. HOT SELLER! Namco's new "Doggy Do" Shampoo with enzymes. Destroys pet odors in minutes. Free sample for demo. Call Ron or Maria. 800-634-5816. www.namcomfg.com (1-1)



HAPPY NEW  
YEAR!

Persona  
PRS100

THE  
SINGULAR

*Sensation*



Persona, the **MOST VERSATILE,**  
**SINGLE NEEDLE** Embroidery Machine  
with **FREE ARM** Embroidery.

Do your customers wish they could find an **affordable,**  
**easy to use, single needle embroidery machine** that  
can do many things a **multi-needle** can do – plus, so  
much more? You can offer it to them with Persona.

Help your customers *Do more with one*

**Not a Brother dealer? Find out the benefits  
and learn more about becoming an Authorized  
Brother Dealer. Call 908-252-3036.**

- Embroider **hard to reach areas** like caps, sleeves and bags with ease
- Forget about fabric tangles with the **tubular free arm design**
- Easy to use, with **Brother features** your customers love
- Set of **compact mini frames**
- **Over 1,000** beautiful designs at your fingertips
- **Free-motion quilting** capability
- **Optional cap frame** and **driver set** available
- **Embroider Disney, even on caps!**  
Compatible with iBroidery.com

brother

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