

# Quiltworx.com Certified Shop Program

**Thank you** for your interest in becoming a Certified Shop affiliated with Quiltworx.com! The following handout provides you with a detailed overview of what becoming Certified as a Shop Owner involves. The Certified Shop program was initiated in 2010 with the following mission statement:

**Quiltworx.com is Committed to Building Shop Relationships with Those Dedicated to Teaching, Selling, and Kitting our Products.**

Since 2010, we have been certifying shops across the [US](#), [Canada](#), [Australia](#), and even Certified our first shops in [Europe](#) in late 2015! These shops have become our lifeline to customers. At the end of 2015, we have 54 Certified Shops in the United States, 4 Certified Shops in Canada, 38 Shops in Australia, and 1 Shop (soon to be 2), in Europe!

In general, our Certified Shops come to Montana to take training with Judy (returning on a regular basis to stay relevant on company happenings), work with our Certified Instructors or independently to provide regular workshops to their customers on Quiltworx patterns, commit to carry products associated with our company to serve as the goto destinations for all things Quiltworx, and each focus on unique aspects of our company that take our patterns to a whole new level. We are proud of our affiliations and assist our shops in making this program unique to who they are.

Our program has evolved significantly over the years, not only in size, but also in the requirements for participating in the program. This is primarily due to changes that are happening in an ever-evolving industry, trying to help those who invest in the program to get the most out of their money, and making sure that when customers walk into your shops, they know that they have found a resource that can serve all of their quiltworx needs (which means you need to be prepared!).

The latest updates and revisions to our program reflect the current conditions of the Quilting Industry, our role as a training program and pattern design company, and the types of requests we are getting from both prospective instructors and those interested in hiring them to teach.

Please review the information provided in this document thoroughly to determine whether Shop Certification is the right fit for you! Any further questions should be directed to:

[certification@quiltworx.com](mailto:certification@quiltworx.com).

## **PRE-REQUISITES TO BECOMING CERTIFIED**

- ▶ **You (the Shop Owner) will be required to have attended ONE retreat in Montana (4 or 5 days with Judy only, or with Judy and a Certified Instructor)**

**Location:** Montana ~ Quiltworx Retreats

**Purpose:** This has not previously been required for this program, but in the past couple of years, we have had a lot of inquiry about the program from shop owners that have not sold quiltworx products in the past. We love the idea of having new shops participate in the program, but we want to help you be prepared to help your customers! It is recommended (but not mandatory) that not only the shop owner participate in the Quiltworx Retreats, but also one member of the Shop Staff whom you believe would be best suited to stay on top of "All Things Quiltworx", including workshops, kitting, new products, and changes in how the company operates. Choose someone that has been with you and will be with you, someone you trust, and someone that has experience sewing.

- ▶ **You must have booked a workshop previously in your Shop with one of our Certified Instructors (US) or Certified Instructors (Canada) (minimum 3-days)**

**Location:** (your shop)

**Purpose:** The teaching demands of Quiltworx can be a challenge for any shop owner to keep up on. Additionally, we want shops to know what their customers are interested in for quiltworx and understand what the impact of the program is on your business before jumping right in. This is an easy way for you to determine if the program is what you want to bring into your workshop. This is also a great way for you to build a relationship with a professional instructor that can help you with so many facets of your business while you wait for an opening in the program. We have a waiting list for the program and all future shops will be required to complete these steps before moving to the top of that list! There is no better way to get your customers excited about your future certification than to bring them Quiltworx as often as you can in a professional and fun manner (with a Certified Instructor). This makes it possible for you to come home from Certification and immediately see the return on your investment. You have prepared your customers to love Quiltworx products, for which you will always have available for them! (If you are in Europe or Australia, check the last page of this handout for information on finding instructors).

► **Completed (Quilted and Bound) Quilts (Minimum of (2) completed quilts for your shop portfolio, does not include Table Runners or Technique of the Month Quilts)**

**Purpose:** Quiltworx.com wants to be assured that you are ready to show consumers that you are a certified shop and the simplest way to do so is to have Quiltworx quilts hanging on your walls when consumers walk into your store. It demonstrates experience and passion in and for paper-piecing. And, it constantly advertises that you are part of what we do! We do not include Table Runners as completed projects, although we do consider Table Runners vital to your teaching program. We recommend wall quilt or larger samples. We understand that wall space sometimes does not allow for the queen size designs, but they do not need to be displayed on a wall. They could be nicely draped over a display as well. Consumers want to believe that the Certified Shops we work with love Quiltworx as much as they do. Shop samples is the key to making this statement. They also allow you to provide trunk shows for local guilds and should be demonstrative of the workshops you would hold in your shop. If you plan to fill a classroom, you must have a finished sample for that workshop to show off, whether it be an instructor's sample or your own. Additionally, you will need the experience on our other designs to prepare you for the grueling week that you will experience during Certification. During that workshop, you will be asked to sew a Technique of the Month sample. This means you will need experience cutting your a project so you can come prepared, you will need to be able to piece quickly, and understand basic assembly skills. Completing two of our other patterns will help prepare you for that experience.

**NOTE - Timing of Completion:** These quilts *MUST* be completed before you are allowed to even sign up for the Certification Workshop! They must be quilted, bound, and submitted to Quiltworx as part of your portfolio before you can enter any formalized training workshops as part of the program. If another shop has accomplished this step despite having been further down on the waiting list, they may be allowed to become certified before you if this step is not completed.

► **Trunk Show Program Participation (At least (1) 6-month Trunk Show Cycle is Required)**

**Purpose:** With both waiting lists and prerequisite completion as part of the program, there is no better way for you to become familiar with Quiltworx than to begin selling the products and having our samples hanging in your stores. It is a great way to demonstrate the customers that you are taking Certification seriously, you love Quiltworx products, and no matter how long it takes, you want to meet their desires now! For more information on trunk show programs, please visit the following link on our website under Programs and Contests:

[TRUNK SHOW PROGRAM INFORMATION](#)

► **Online Shopping Cart, Facebook Page, and Shop Website**

**Purpose:** The Quiltworx Certification Program gives our shops a national and international audience. Consumers worldwide seek out Certified Shops as ordering resources.

We don't want you to be left in the dust when it comes to reaching consumers. Accessibility is critical to our program. And, we expect our Certified shops to have the tools in place to serve this level of consumer-base. You need to be prepared.

► **Other Recommendations**

We feel it is important for you to have other social networking platforms at your fingertips and use them. This includes Pinterest, Instagram, Youtube, an active newsletter mailing list, blogging, social networking groups, twitter, and others.

► **Attendance at a 1-Week Workshop in Montana to Finalize Certification**

If you meet all of the above criteria, you will be notified of open spaces in future Certification workshops geared towards shop owners. The final criteria to become a Certified Shop is that you attend a one week Certification Workshop. *This workshop must be attended in Montana at the Quiltworx Headquarters. It is also mandatory that the Shop Owner attend the workshop and is highly recommended that a staff member attend training as well. Not only will you need help to complete your sample, but you will need a goto person on your staff to help facilitate the program details when you return home.* You will be working on the most recently published Technique of the Month Program Design. The workshop will also include business meetings to review benefits of the program, review quiltworx products, and see what is new with Quiltworx so that you can go home with a fresh, exciting look to your Quiltworx business! This program will move you from cutting edges to leading edge. You will know about Quiltworx before anyone else does. And, depending on your enthusiasm, have many opportunities to help guide Quiltworx and/or assist Quiltworx in future product development!

► **IS THERE COST TO CERTIFICATION?**

**Advertising Packages:** There is not a cost to Certification, but there are advertising packages available that allow you to showcase your Certification. These packages change each year and are optional.

**Recurrent Training:** Quiltworx has not previously required that our Shop Owners return, but with the amount of changes that our company experiences from year to year, it has become time for this to change. Certified Shops will be required to return to Quiltworx at least once every 5 years to maintain a Certification.

► **BENEFITS OF BEING A QUILTWORX CERTIFIED SHOP**

Benefits of the program include:

- Discounts of Products (To be Discussed at the Training Workshop)
- Server Access to Materials Designed to Help you do Business.
- Representation on our Website
- Free Patterns for Completing Shops Samples
- Collaborative Marketing Opportunities
- Special Projects Participation
- Company Notifications of Corrections and Kitting Information
- Special Trunk Show Opportunities
- You'll be the First to Learn Company News
- Technique of the Month Program.

► **I AM NOT A TRADITIONAL BRICK AND MORTAR QUILT SHOP OWNER. CAN I BE A CERTIFIED SHOP?**

► **I am a Certified Instructor and/or a professional instructor and I sometimes sell fabric kits or attend shows to sell Quiltworx Products**

If you have come to Quiltworx to become a Certified Instructor as your primary business with Quiltworx.com, becoming a Certified Shop is not allowable. To make this type of change in Certification, you will need to open a Brick and Mortar Quilt Shop. A growing online quilt shop as a result of your Certification with Quiltworx does not qualify you as eligible for Shop Certification.

► **I am a large Retail company focusing on bulk Retail distribution of Quiltworx Patterns**

We love working with our large retail companies and we are even interested in forging new relationships of this design in the future. However, if you have negotiated purchasing rates and conditions with Quiltworx that allow you to meet our bulk purchasing requirements, you will not be eligible for our Certified Shop program.

► **I am an Online Shop Owner or I have an Etsy/Amazon/Ebay Shop**

This will depend on your business. It is rare that this type of quilting business will meet our qualifications for Certification. Determining factors will include the volume of fabrics you sell, whether you have sold Quiltworx patterns in the past, and the extent of products you are willing to carry. It also depends heavily on the other quilting services that you provide. This will need to be discussed on a case-by-case basis, including an interview with Quiltworx staff to determine whether your business is an appropriate fit for the program. You will also be required to meet all of the requirements for Prerequisites.

► **I am a Long-Arm Quilter and carry your Patterns. Can I become Certified?**

If your primary business in to provide long-arm quilting services, you are not eligible to become a Quiltworx Certified Shop. If you are a Brick and Mortar Quilt Shop and also have long-arm quilting services in your store, we are more than happy to work with you on Certification!

► **I own and operate a retreat facility and/or a Private Teaching Studio. Am I eligible for the Program?**

This is highly dependent on the structure of your business. If you are Certified Instructor and have used this program as part of your business plan for becoming an instructor, you will not qualify for the Certified Shop program. If you are a business that focuses on selling fabrics (with an extensive fabric inventory), dedicated to kitting Quiltworx products, advertise yourself online as a company

that sells exclusively to your own customers (i.e. you do not teach in other shops or primarily rent your facility out to other shop owners or instructors, it is likely that with some discussion with Quiltworx staff, you will be accepted into the program. You will still be required to meet all of the prerequisites for the program.

► **HOW DO I GET ON THE WAITING LIST?**

The program is presently full for 2016. And, a waiting list for 2017 does exist. If your shop is interested in being on the waiting list and beginning the process of Certification, it is important that you contact:

[certification@quiltworx.com](mailto:certification@quiltworx.com)

You will be asked to provide information about your shop and also begin working with staff to find available retreat openings, Certified Instructors you can work with, sign up for future Trunk Show Programs, and provide photographs of projects you have completed that are hanging in your shop.

► **I AM AN INTERNATIONAL SHOP OWNER AND MEETING THESE CRITERIA IS CHALLENGING. WHAT CAN I DO?**

Unless you live in Europe or Australia, you are presently required to comply with the requirements outlined in this document to become a Certified Shop, including taking training workshops in Montana. In Europe and Australia, we have worked with two wonderful Distributor companies to develop sponsored programs allowing you access to resources locally that will accomplish similar objectives. You will be required to obtain training and meet many of the requirements outlined herein, however, resources will be available without having to travel to the US for training through instructors we have coordinated with to assist in facilitate training needs on an International Basis.

**European Shops Owners should contact:**

Ada Honders  
Patchwork Promotions  
[a.honders@patchworkpromotions.eu](mailto:a.honders@patchworkpromotions.eu)  
+ 31 40 221 21 84

**Australian Shop Owners should contact:**

Jennifer Moore  
Victorian Textiles  
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03 9555 1115

