

# Quiltworx.com Certified Shop Program ~ Australia

**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.

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 Leonie de Haas:

[just.one.more.stitch@bigpond.com](mailto:just.one.more.stitch@bigpond.com)

## **PREREQUISITES TO BECOMING CERTIFIED**

- ▶ **You (the Shop Owner) will be required to have attended ONE retreat with an Approved Certified Instructor on a pattern that is not a Technique of the Month and finish the quilt. You will also be required to have attended a workshop on one of the past Technique of the Month quilt patterns by an Approved Certified Instructor and have completed the quilt. Complete means quilted and bound.**

**Location:** Workshop Locations will Vary

**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 Book a workshop in your Shop with one of our Certified Instructors (Australia) (minimum 3-days). This can be one of the above workshops that you are required to attend as noted above.**

**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. 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).

► **Complete (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 quilts or larger samples. We understand that wall space sometimes does not allow for 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 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 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.

► **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 Certification Workshop to Finalize Certification**

If you meet all of the above criteria, you will be asked to attend the next available Certification workshop for each new publication of future Technique of the Month quilts. These workshops will be taught by an Approved Certified Instructor. *It is 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 go-to 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 edge 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!

► **Staying Certified as a Shop**

Maintain your profile on our website, maintain a Quiltster account, communicate and maintain a profile in Slack, which is vital for communication of products and pattern needs for our Certified Shops. Maintain a limited Teaching Calendar on the Quiltworx Website. We ask that each Shop advertise a minimum of 3 events each year that they are holding on Quiltworx classes on our website. Entering those classes through the CI/CS Login is fast and easy and they can then be shared through social media or back to your own teaching calendars.

► **IS THERE COST TO CERTIFICATION?**

**Advertising Packages:** There is not a cost to Certification, but Quiltster accounts cost \$99.00 a year.

**Recurrent Training:** Quiltworx has not previously required our Shop Owners to return, but with the number of changes that our company experiences from year to year, it is time for this to change. Certified Shops are required to return an Australian Technique of the Month training event after 2 years of Certification. Then, every 4 years thereafter. In order to sell future Technique of the Month patterns, Shops must also purchase the training workshop with Judy if they do not plan to attend in person.

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

Benefits of the program include:

- 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 or demonstrate an online presence that includes more than simply selling Quiltworx patterns on occasion. For example, you must have a full line of fabrics from multiple fabric companies, products other than Quiltworx and general quilting notions.

► **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 is 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 a 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 Program Facilitators, you will be accepted into the program. You will still be required to meet all of the prerequisites for the program.

