



So, you Want to Be a Certified Shop...

Thank you for your interest in becoming a Certified Shop for our company! The following handout provides you with a detailed overview of what becoming Certified for our company involves. Since 2010, we have been certifying shops that have been dedicated and avid followers of our company. These shops commit themselves to completing many Quiltworx designs, attending a wide range of workshops, and bringing that knowledge back to their local communities, promoting Quiltworx products with an extra level of knowledge because of their direct connection with our company.

Quiltworx has a worldwide Certification program featuring Shops in the United States, Canada, South Pacific, and European Continent. We also have Certified Instructors throughout all those countries as well.

Our program has evolved significantly over the years, not only in size, but also in the requirements for training. This is primarily due to Judy's evolving responsibilities in the company.

Our inventory of patterns has also grown to a level that is beyond any one instructor's or shop's ability to do or offer it all. And, as a result, we have had to teach our Shops not only how to make/market/produce kits for each quilt, but also how to see our inventory as a whole for the benefit of the student as well.

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 customers.

Please review the information provided in this document thoroughly before you determine your interest in pursuing Certification in the future! If you have any further questions, please contact Quiltworx at:

certifications@quiltworx.com

PREREQUISITES TO BECOMING CERTIFIED

► You will be required to have attended ONE retreats with Judy Niemeyer (4 or 5 days)

Location: Quiltworx Retreat Center, Montana

Purpose: This must be the Quilt Shop Owner. It is required to allow Judy to get to know you and for you to get to know us. It is a great way to introduce you to our techniques and products. It also gives you a chance to decide whether pursuit of the Certification program is a right step for you before you make the commitment.

► Completed (Quilted and Bound) Quilts (Minimum of (2) completed quilts for your shop, does not include Table Runners)

Purpose: As a Certified Shop, we want to know that customers can immediately walk into your store and see that you have dedicated both space and time to our products. If there are samples on the walls, it not only shows you care, but also understand the product you are selling. It immediately communicates that you are a fan of Quiltworx products and you want your customers to be as well.

NOTE - Timing of Completion: *These quilts MUST be completed before you are allowed to enter 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.*

► Offer (3) Days minimum of Workshops (they don't have to be consecutive) with Existing Certified Instructors

Purpose: Holding regular workshops in your business is key to Quiltworx product success and sales. While we understand that many shops have dedicated, talented, and capable in-house instructors, bringing in a Certified Instructor is required because it will help to get your customers excited about Quiltworx products and our instructors bring as much expertise to the table as Judy would if she were to visit your shop. We know you can't do it all. But you can find people who can help and a relationship with an existing Certified Instructor is a great first step.

► Online Presence: In Today's quilting market, a website, a Social Media presence, and the ability to sell products online is important not only for your business but for ours.

Purpose: Our customer base is international and yours will become that way as well. If you do not sell products on your own website, you will be required to open and maintain a Quiltster Marketplace account so that you have a platform for offering kits. The primary product that is exclusive to our Certification program is the Technique of the Month pattern. To offer this program to a national audience, a platform for selling products is required. We recommend both a Seller account and your own website, but only one or the other is required.

► One Training Workshop (5-days)

Location: (Montana)

Acceptance to Workshop is Required: When you have worked with Quiltworx staff to develop a portfolio including all the above pieces, your portfolio will be approved for attendance at a future Certified Shop Training Workshop. These will generally be held in April (odd years) or October (even years) and only happen one time per year. The Certification workshop must be attended by the Shop Owner. You may bring another person with you to training. The cost for the second person will be the same as the cost for you to attend.

Workshop Goals: You will work on the current Technique of the Month pattern to get Certified. Once you complete past Technique of the Month patterns, you may also sell those. If you would like a training video series to make those designs, they are available at \$300, and will include a copy of both the Wall and Queen pattern. Or, you can make them on your own. (Videos are available for all Technique of the Months after Coral Reef).

WHICH QUILTS HAVE YOU MADE?

I am often asked which quilts shops need to complete to be best prepared for being a Certified Shop. There is no correct answer to this. Make what you like! And it might be a good idea to focus on quilts that can give you a wide range of experience with the techniques below, so you have a nice range of workshop possibilities as you begin teaching. Go through the list of techniques and make a check by each one you've learned in a quilt you have made. The more groups you can hit, the better prepared you are to sell or teach a wide range of class options when asked.

- ▶ **Lone Star and Foundation Strip Piecing Techniques**
- ▶ **Circling Geese Techniques**
- ▶ **Flying Geese Techniques**
- ▶ **New York Beauty Techniques**
- ▶ **Wedding Ring Techniques**
- ▶ **Quiltworx Strip Set Compatible Quilts and the Associated Techniques**
- ▶ **Log Cabin Techniques**
- ▶ **Curved Foundation Paper Piecing Techniques**
- ▶ **Leaf and Flower Stem Piecing Techniques**
- ▶ **Chain Piecing Techniques**
- ▶ **Cut-Out Template Techniques**
- ▶ **Curved Traditional Piecing Techniques**
- ▶ **Using Templates and Template Layout Sheets**
- ▶ **Smart Corner Techniques**
- ▶ **Transition and Registration Point (TRP) Techniques**
- ▶ **Applique Techniques (Stitch-n-Peel)**

BENEFITS OF BEING A CERTIFIED SHOP

- Wholesale purchasing privileges through Quiltworx
- Inclusion in the Quiltworx.com Certified Programs Slack Communications Channel for company and product information sharing.
- The ability to teach and Sell the Technique of the Month Program in your store.
- Inclusion on the Quiltworx.com Certified Shops webpage.
- Access up to 8 free patterns a year, if you meet the minimum program requirements.
- 25% off Digitized Quilting Designs.

STAYING CERTIFIED

- Return for In-person Training in Montana with Judy or an Authorized Program Coordinator after 2 years, then every 6 years thereafter. The shop owner is not required to attend on behalf of their shop. However, Quiltworx is not responsible if people sent to training leave your shop and move on with the knowledge and information they have attained at the training.
- Maintain an Events Calendar and Profile on the Quiltworx Website
- Maintain a Quiltster Account (\$99.00 (us\$) a year).
- Use the Slack Communications Channel and Dropbox for all communications.



After reviewing this information, if you believe you have the skills, time, commitment, interest, and passion to pursue or expand your Quilt Shop offerings and services, we would love to hear from you by contacting certifications@quiltworx.com!