Session	Time	Sponsoring Company Name	Session Title	Speaker #1	Speaker #2 & #3	Session Description
9&10	2:50- 3:20P	Accuquilt	Grow Your Bottom Line Through Education: AccuQuilt & June Tailor	Accuquilt Team		AccuQuilt & June Tailor provide a variety of opportunities for sales growth through education: from Train the Trainer opportunities to the Go! Guru program, we can help you build your bottom line and keep customers coming back.
2	11:00- 11:30A	Andover Fabrics	Dream Lilies, Shimmer, & More New Programs for Retailers	Sarah Maxwell		Sarah Maxwell debuts her new Molly's Magic collection with Dream Lilies, a BOM-friendly quilt. Sarah shares tips & tricks for offering other new patterns for various Andover Fabrics lines in ways to maximize revenue.
3	11:35A- 12:05P	Andover Fabrics	Laundry Basket Quilts is Back with Yards of Inspiration & New Projects	Edyta Sitar		LBQ is back at Quilt Market! Learn more about our new upcoming fabric collections and projects! Edyta shares tips on creating perfect kits, quilt alongs, BOMs, and notions that your customers will enjoy!
4	12:10- 12:40P	Andover Fabrics	Join Andover Adam and Discover What's New at Andover Fabrics!	Adam Weinstein		We can't wait to tell you about our exciting NEW Andover retailer programs to expand your shop's revenue in 2025. Join Andover Adam as he walks you through the latest designer collections.
5	12:45- 1:15P	Andover Fabrics	Bloom and Sew with Amy Latta: Easy Projects and Class Ideas	Amy Latta		Meet Amy Latta, the newest designer for Andover Fabrics, and get a first look at her debut collection, Bloom and Sew. Amy will be sharing how to use her Multi-Project Panel to create nine easy projects: pillows, pouches, and more.
6	1:20- 1:50P	Andover Fabrics	Couture Crafting with Mac Cox: A Pop Quilture Experience	Mac Cox		Explore the Candy Couture fabric collection, magical patterns, and innovative tools and templates by Mac Cox. Elevate your quilting style with enchanting designs and creative techniques in this unique Pop Quilture experience.
7	1:55- 2:25P	Andover Fabrics	Celebrate Giucy's 40th Birthday With A Brand New Fabric Collection	Giuseppe Ribaudo		Join Giuseppe from Giucy Giuce as he introduces his newest group, which celebrates his turning 40 in '25. "40" is a mash-up of classic prints & new designs inspired by his first collection, Quantum. Kit ideas, inspiration & more!
8	2:30- 2:45P	Andover Fabrics	Mini Alphabet and Classic Mini Series Patterns Plus New Mini Series XL	Giuseppe Ribaudo	Alison Glass	Long-time collaborators Alison Glass & Giucy Giuce are excited to introduce their newest project: Mini Series XL. Be the first to see this exciting new pattern (and of course their classic Mini Series and Alphabet projects, too).
10	3:10- 3:25P	Andover Fabrics	2025 Preview w Alison Glass: Fabrics, Patterns & Creative Adventures!	Alison Glass		Join Alison Glass as she reveals all the exciting plans for 2025! Explore new fabric lines, fresh patterns, inspiring workshops, and upcoming sew-along events. Be part of the fun and get inspired by what's coming next!
11	3:30- 4:00P	Andover Fabrics	Unveiling Memories Unfold - A Journey in Fabric	Stephanie Organes		Join Stephanie Organes as she introduces 'Memories Unfold,' a captivating fabric collection inspired by a family road trip along the East Coast. Explore the designs, colors, and stories that transform memories into beautiful fabric.
12	4:05- 4:35P	Andover Fabrics	Eye Candy Quilts - New Fabrics, Patterns, and Programs for Your Shop	Anneliese Johnson	Brenda Reid	The ladies of Eye Candy Quilts are back with more eye popping color and modern scrap quilts. Come see the new quilt patterns and program ideas showcasing their newest fabric lines.
13	4:40- 5:10P	Andover Fabrics	Buzz for Petite Bees, Romantic Farmhouse, and All New Itsy Bits	Renee Nanneman		Renee's Petite French Bees bring customers buzzing for more in 2025. Soft tones in Farmhouse inspired by early 1900s wallpaper blend with new Itsy Bits minis. Our FTU Bitsy Baskets quilt you'll want to use for an easy class.
5	12:45- 1:15P	Anna Maria Textiles	Introducing Anna Maria Textiles! Part 1	Anna Maria Parry		Join design director, Anna Maria Parry, and her partners at Northcott Fabrics for an exciting and up-close look at the art, the collections, the quilts, and the excitement that is the debut of Anna Maria Textiles. Part 1
6	1:20- 1:50P	Anna Maria Textiles	Introducing Anna Maria Textiles! Part 2	Anna Maria Parry		Join design director, Anna Maria Parry, and her partners at Northcott Fabrics for an exciting and up-close look at the art, the collections, the quilts, and the excitement that is the debut of Anna Maria Textiles. Part 2
3	11:35A- 12:05P	Banyan Batiks	Design Secrets Revealed: Inside Our New Fabric Collections and the Creative Process	Megan Cook		Join Megan Cook for an exciting perspective on Banyan Batiks' September fabric release, where she'll unveil the latest designs and inspirations. Megan will reflect on her first year as Design Director; highlighting key milestones, creative challenges, and the vision that has shaped her journey with Banyan so far.
12	4:05- 4:35P	Benartex	What's New with Cherry Guidry Cozy Cats and New Chalk Texture Ombre	Cherry Guidry		See Cherry's new collections with Benartex and easy projects all quilters will enjoy, from pieced quilts, in-the-hoop appliquéd, to easy in-the-hoop quilting to get those tops finished she's got you covered!

Session	l Time l	Sponsoring Company Name	Session Title	Speaker #1	Speaker #2 & #3	Session Description
13	4:40- 5:10P	Benartex	Stitching a Sustainable Future: Between Profitability and Environment	Rachel Rossi		Join Rachel for an inspiring session on creating a sustainable quilt shop that flourishes both environmentally and financially! We'll explore strategies for sourcing sustainable materials, reducing waste, and more.
4	12:10- 12:40P	BERNINA of America	Automated Quilting with a Domestic Machine	Christy Burcham		Automated quilting is now accessible for home users, with a wide range of designs and new features enhancing quality and ease. Discover how to capitalize on this trend with classes and products.
5	12:45- 1:15P	BERNINA of Amercia	Elevating Sales through Education: Unleash the Power of Free Content	Christy Burcham		Delve into the art of crafting compelling educational programs, utilizing BERNINA's "We All Sew" blog as a blueprint. Whether you're affiliated with BERNINA or not, don't miss learning about this valuable resource.
6	1:20- 1:50P	BERNINA of America	High Revenue Ways to Grow Your Business	Rebekah Hood		Join shopowners and the VP of Sales at BERNINA in a discussion of ways to grow your business through machine dealerships and product placement opportunities, supported with a suite of education and event programs.
7	1:55- 2:25P	BERNINA of America	Eventing is a Path to Revenue	Heather Grant		Boost your revenue with sales-focused educational events! Join BERNINA of America for insights on planning and marketing events to drive sales. Learn how to find, plan, and host successful events.
4	12:10- 12:40P	Blank Quilting Corp.	Secrets for Selling More Fabric!	Fran Morgan		Discover new and creative ways to sell more fabric. See some of the latest fabric collections in action with the newest 3-Yard Quilt patterns, including six new panel patterns! Don't miss these selling secrets. Give aways.
5	12:45- 1:15P	Blank Quilting Corp.	Modern Appliqué Magic	Julie Wurzer		See ways to build your customer's confidence when it comes to appliqué. Be the first to see my personal trunk show of the latest designs with helpful tips on how to make the appliqué process fun and easy.
4	12:10- 12:40P	Brewer	New and Exclusive at Brewer!	Marisa Marquez	Joanne Nielsen	Join Marisa and Joanne to see all the exciting new products Brewer is offering at Quilt Market. New and exclusive items to drive more sales in your shop. Let Brewer be your resource for unique products that set your shop apart.
11	3:30- 4:00P	ByAnnie.com LLC	What's New at ByAnnie.com	Annie Unrein		Join us to learn about our newest patterns and products. We'll show new models, share tips on selling, and more. First 120 attendees receive a free kit!
12	4:05- 4:35P	ByAnnie.com LLC	Education is the Key!	Annie Unrein		Join us to learn more about our support channels for Local Quilt Shops and how to further your education programs with ByAnnie.com. First 120 attendees receive a free kit!
4	12:10- 12:40P	C&T Publishing	Shortcuts & Tools for 3-D Quilt Magic in Your Shops	Ruth Ann Berry	Marci Baker	Bring the magic of 3-D quilts to your shop! Explore Ruth Ann Berry's book 3D Illusion Quilts Simplified and Marci Baker's Ultimate Value Tool - your keys to crafting vibrant, eye-catching 3-D quilt designs and colors with ease.
5	12:45- 1:15P	C&T Publishing	Boost Your Shop's Appeal: Repurpose Fabric and Silks in Your Shops	Patty Murphy	Julia McLeod	Explore Patty Murphy's Zero Waste Quilting to master the art of using every scrap. Learn Julia McLeod's 4 S's of working with silk and her book, Patchwork Luxe - ideal for quilt shop owners who want to maximize value and creativity!
6	1:20- 1:50P	C&T Publishing	Endless Possibilities for Shops: QuiltGenius & QBCD Christmas Set	Amy Barrett-Daffin	Karen Montgomery	Amy Barrett-Daffin and Karen Montgomery demonstrate how to use the QuiltGenius Design Tool Kit and the Quilt Builder Card Deck Christmas Set. Learn how to run a sampler quilt project in your shop with endless possibilities!
7	1:55- 2:25P	C&T Publishing	Creative Spark: Bring Expert Instructors to your Shops!	Sophie Scardaci	Becky Goldsmith	Learn how to add more classes to your shop with skilled instructors! Join Creative Spark's Sophie Scardaci and expert instructor Becky Goldsmith to enhance your customers' crafting experience and boost sales and product offerings.
8	2:30- 2:45P	C&T Publishing	Bring Book Clubs to Your Shops: 6-Step Guide & The Wedding Dress Quilt	Jeffree Itrich		Discover how hosting a book club in your shop can engage the community and boost customer loyalty! Jeffree Itrich, author of The Wedding Dress Quilt, shares how a book club can add value to your shop and how to get started.
10	3:10- 3:25P	C&T Publishing	Dyeing for Success: Adding the Modern Art of Shibori to Your Shop	Debbie Maddy	Roxane Cerda	Join Debbie Maddy, author of Discover Shibori, and Roxane Cerda, Senior Editor, to learn how Debbie's new book can help grow your customers and sales. Learn how to use Shibori dyeing to sell supplies, classes, and build loyalty!
8&9	2:30- 3:00P	Camelot	Introducing Camelot's "Behind the Seams" Made Especially for Quilters	Heidi Pridemore		Unveil the magic of Camelot's new line-stabilizers, fusible web, batting, & foam-crafted for quilters and sewers. Discover what makes them game-changers and explore our resources. Plus, grab your free samples.

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10	3:10- 3:25P	Checker Distributors	Newest From Karen Kay Buckley®, The Gypsy Quilter®, and Callie Del™	Maria Degroot		Checker Distributors is the place to shop for all of your sewing and quilting needs. I'll have the newest from Karen Kay Buckley, The Gypsy Quilter, and our new exclusive line, Callie Del. Can't wait to show you all the products!
11	3:30- 4:00P	Checker Distributors	New & Noteworthy at Creative Grids®	Maria Degroot		Come and join us for a look at what's been happening at Creative Grids®. We'll have the newest rulers, tips and tricks, patterns from Cut Loose Press, and a very special treat. Help us welcome our newest ruler designer!
10	3:10- 3:25P	Colonial Needle	The Colonial Creative Advantage	Steve Butler		Colonial Needle's newest sewing notions render the most challenging creative techniques merely routine. Fashion,quilting, or home décor, see the latest tools that will help your customers bring their creative visions to life.
3	11:35A- 12:05P	Dashwood Studio/Brewer	Dashwood Studio - New Fabrics from the UK!	Melanie Greseth		Brewer Sewing now offers high-quality fabrics from Dashwood Studio in the UK! Dashwood works with talented artists to bring fresh, contemporary fabrics to your store! Join us to get a sneak peek of the newest collections!
2	11:00- 11:30A	Fabric Café	Double Your Sales with Double Focus 3-Yard Quilts!	Fran Morgan	Donna Robertson	Give your customers a reason to buy twice as much fabric with Double Focus 3-Yard Quilts! Eight new patterns that make combining fabric easy. Patterns that make this easy will sell more fabric! Free copy of book for each shop.
3	11:35A- 12:05P	Fabric Café	The Winning Combo of 3-Yard Quilts and Panels!	Fran Morgan	Donna Robertson	Combine the top-selling simplicity of 3-Yard Quilts with Panels! One panel and two 1-yard cuts of fabric mean more profits & more time for you! Discover six new 3-Yard Quilt patterns designed for panels! Free patterns for attendees.
2	11:00- 11:30A	FIGO	A Wandering EyeMake it Work for You!	Kathy Doughty		As a shop owner for over 20 years, Kathy Doughty has learned a lot about presenting collections that sell product. This presentation will help you stand out in a crowd. Find projects that are familiar but different and will attract both Traditional as well as Modern customers and anyone in between.
11	3:30- 4:00P	FIGO	Add POP to Your Shop-Add BLOOM to Your Room-Vibrant Flirty Fun!	Heather Bailey		POP SUGAR, Heather's delicious new basics program, showcases an array of beautiful, clean colors across every hue. Feature collection, FULL BLOOM, brims with Heather's signature flare for fresh color & magical print pairings.
2	11:00- 11:30A	Fox Chapel Publishing	Creating Art Quilts with Panels with Joyce Hughes	Joyce Hughes		Discover fresh ideas from Joyce's Creating Art Quilts with Panels and inspire customers to craft art with exciting results. The book covers threadwork, embellishments, and fun techniques to add texture and dimension.
3	11:35A- 12:05P	Fox Chapel Publishing	The Versatile New York Beauty Block	Linda J. Hahn		The New York Beauty block can be as versatile as a Nine Patch. See Traditional, Modern & whimsical quilts made with Linda's innovative technique from her books: New York Beauty Electrified and Radiant Blocks for Endless Quilts.
4	12:10- 12:40P	Fox Chapel Publishing	Ultimate Binding & Edge Finishing Guide (Binding & Alternate Endings)	Deonn Stott		Join Deonn for time-saving tips, binding solutions, and a trunk show highlighting over sixteen techniques to finish quilts and sewn projects as detailed in her new book. Don't miss out!
5	12:45- 1:15P	Fox Chapel Publishing	New Releases & Giveaways from Fox Chapel/Landauer Publishing!	Amelia Johnson		Acquisitions Editor, Amelia Johnson will dive into the latest must-reads from Fox Chapel Publishing and Landauer Publishing, with thrilling giveaways for over fifteen exciting new titles you won't want to miss!
6	1:20- 1:50P	Fox Chapel Publishing	Add A New Income Stream, Let Quilted Jackets Refocus Inventory	Rae Cumbie		Delight new stitchers or seasoned quilters with a new direction. Let Sewing Quilted Patchwork Jackets be a guide with 10 projects including gals and kids patterns. Find fresh directions to market current stock and increase sales.
7	1:55- 2:25P	Fox Chapel Publishing	The Wonderful World of Paper Pieced Blocks with Liza Taylor	Liza Taylor		Step into the world of Foundation Paper Piecing through Liza Taylor's new book. Get a close up look at all 30 unique blocks and the projects that accompany them.
8&9	2:30- 3:00P	Fox Chapel Publishing	Picture PatchworkFrom Cross Stitch Graph to Quilt Design	Jo Ann Lepore		Learn tips, tricks, & the fine points of taking a cross stitch, needlepoint, or any graphed design and recreating it in fabric. These quilts can be fun, functional, or works of art—good for beginners to seasoned quilt makers.
11	3:30- 4:00P	Fox Chapel Publishing	Piece and Quilt-As-You-Go	Debi Schmitz Noriega		Discover the joy of Quilt-As-You-Go with Debi! Explore her new book, Piece and Quilt-As-You-Go, and see original samples. Learn how to start quilting in your studio or store, with plenty of laughter and surprises along the way!
12	4:05- 4:35P	Fox Chapel Publishing	The Rainbow Quilt Method: Elevating Fabric Through Color	Sarah Thomas		Unlock the secrets of color with Sarah Thomas's Rainbow Quilt Color Method. Learn fabric placement, color theory, and piecing techniques to create beautiful quilts in both vibrant and subtle tones with modern patterns!

Session	i iime i	Sponsoring Company Name	Session Title	Speaker #1	Speaker #2 & #3	Session Description
13	4:40- 5:10P	Fox Chapel Publishing	Unlock Scrap Quilting Secrets with The Gourmet Quilter	SusanClaire Mayfield		Join SusanClaire Mayfield, The Gourmet Quilter, as she reveals her easy method to organize scraps and transform leftover fabric into beautiful quilts. Learn time-saving tips, reduce waste, and inspire customers with fresh designs!
14	5:15- 5:45P	Fox Chapel Publishing	Pocket Guide to Sergers: The Must-Have Tool to Boost Your Serger Sales	Sue O'Very		Boost serger sales with the Pocket Guide to Sergers! This compact resource empowers customers with easy-to-follow tips, making sergers less intimidating and more accessible. A must-have for confident, satisfied sewists! (15 minute session).
1	10:00- 10:50A	FreeSpirit Fabrics	Tula Pink 50th Collection	Tula Pink		Over 18 years and 49 collections, Tula's journey has been remarkable. Tula pours her heart and soul into creating outrageous, fun, beautiful designs including her 50th collection, being revealed here!
2	11:00- 11:30A	FreeSpirit Fabrics	Kaleidoscope: Through the Looking Glass by Billy Reue	Billy Reue		Showing inspiration for his new, exuberantly colorful Kaleidoscope collection, Billy presents imaginative quilt designs. His work maintains a playful design continuity with his previous collections with surprises.
3	11:35A- 12:05P	FreeSpirit Fabrics	What's New at FreeSpirit	Nancy Jewell	Debbie Stark, Sharon Thornton	A feast for the eyes, FreeSpirit Fabrics has always inspired creativity. Come see what is new in a world that is woven in rich colors and fabrics that are as diverse and expressive as the artists themselves.
4	12:10- 12:40P	FreeSpirit Fabrics	Soda Pop: From Art to Fabric	Sue Penn		Explore the journey of transforming art into fabric designs. Sue unveils her latest collection, Soda Pop and delves into her creative process. She will share insights into the techniques and challenges behind her unique designs.
5	12:45- 1:15P	FreeSpirit Fabrics	Get Stitching with Me: Halloween & Christmas Classics!	Nicki Ball	Mikayla Delano	Mary Engelbreit has re-entered the fabric industry with two new holiday collections: Spooky Cute Halloween and So Much Joy! Join us as we share Mary's story, inspiration, and a quick peek into the company's future!
6	1:20- 1:50P	FreeSpirit Fabrics	Vintage Cloth and Complements by Sew Kind of Wonderful	Helen Robinson	Jenny Pedigo	Discover the timelessness of our latest two fabric collections that can work together or independently. Five original projects to showcase the fabrics and a new Park Place Sew Along which uses the same tools from previous sew alongs.
7	1:55- 2:25P	FreeSpirit Fabrics	Fruitopia: Bright, Fun, & Fruitful! by Helen Godden	Helen Godden		A cornucopia of fruit, flowers, and tropical delights. Incorporating inspirational quick ideas for the quilter, these innovative fabrics are colorful and bold, showcasing every brush stroke and rich detail of hand-painted fabric.
11	3:30- 4:00P	GE Designs	Stripology Shop Partner Program	Gudrun Erla		Become a Stripology Shop Partner! Make your store a one stop shop for fun Stripology programs, products, and engaging education, which will keep customers coming back and making more quilts.
12	4:05- 4:35P	GE Designs	New Stripology Products to Maximize Sales!	Gudrun Erla		Introducing the all-new Stripology Quilting Case, a hard case quilting solution to store and travel with your tools safely. See all the quilts from Gudrun's latest book Stripology Quickies along with class & event ideas.
6	1:20- 1:50P	Green Light Quilts	Chunk of the Month	Chris Schulte		Come learn a different approach to a Block of the Month class by offering a Chunk of the Month. Designer Chris Schulte will show you three unique designs that are tackled one chunk at a time.
7	1:55- 2:25P	Green Light Quilts	Increase Sales the Happy and Scrappy Way	Chris Schulte		Start with a unique, fresh, and scrappy design by Green Light Quilts, whip up some fabric "appetizers", and watch your fabric sales grow.
11	3:30- 4:00P	Henry Glass Fabrics	See What is New in the World of One Sister	Janet Nesbitt		Come see the gorgeous new fabric lines Flossie's Flowers and One Sister Yarn Dyes for an exciting new Block of the Month, Stellar Garden. Receive free kitting recommendations! Lots more new patterns and new fabric designs to share.
12	4:05- 4:35P	Henry Glass Fabrics	Creative Styling Ideas for Upcoming Fabric Releases	Stacy West	Hannah West	Come see what is new in the world of Buttermilk Basin! We bring Vintage front and center, taking a step back in time, as well as showing new and fresh ways to use classic prints and clever panels!
13	4:40- 5:10P	Henry Glass Fabrics	Create Your Own Scandinavian Holiday Event	Mary Jane Carey		Let Holly Hill Quilt Designs show you how to create an event featuring their new Scandinavian Holiday collection, as well as companion embroidery CD. Givaways and Goodies! Stitch some projects and spread the joy!

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4	12:10- 12:40P	HNK—Hugs 'n Kisses	Turned Edge Magic: Unleash HNK Appliqué Paper Power!	Helen Stubbings		Learn how to educate your hand and machine customers on achieving perfect turned-edge appliqué results with ease. Any design, any method can be made 'the easy way' with this unique iron-on, leave-in product. This session will equip you with valuable tips to boost confidence and results, driving both customer satisfaction and sales in your quilt store. Don't miss out! Do it the 'easy HNK way'.
5	12:45- 1:15P	HNK—Hugs 'n Kisses	EPP Made Easy: Unlock HNK Iron-On Magic!	Helen Stubbings		Experience EPP the easy HNK way! Our unique iron-on, leave-in templates make English Paper Piecing enjoyable and accessible to all. This method eliminates common frustrations, delivering perfect results every time. Ideal for seasoned EPP enthusiasts or new customers looking for a therapeutic, dopamine-boosting hobby that's as satisfying as it is fun.
2	11:00- 11:30A	Hoffman California Fabrics	New Batiks by Gourmet Quilter! Frog Pond Jelly, How Delicious!	SusanClaire Mayfield		Hoffman Fabrics vibrant batik line, Frog Pond Jelly, designed by the GourmetQuilter. Eye-catching patterns, all skill levels, Fat 1/4 bundles, BOM, & a laser-cut kit. Meet SusanClaire, join in the fun, and give-aways too!
7	1:55- 2:25P	Island Batik	A Visual Feast! Come See Playful New Batiks and an Eye-Catching BOM!	Kate Colleran	Sondrasa	Just Dandy is a fresh new batik line with whimsical patterns and bold color combos. See inspiring projects & an amazing BOM called Desert Spring! Walk away with tips on how to promote, run, and be successful with this unique BOM!
8	2:30- 2:45P	Island Batik	Seaside Block of the Month	Barbara Persing		The Seaside Birds program is a 10 month BOM project. This is a fusible appliqué project and the pattern includes full scale pattern sheets.
9	2:50- 3:05P	Island Batik	Amp Up the Christmas Section with Bright Tidings Batiks, Holiday BOM	Terri VandenBosch		Captivate customers with joyful energizing irresistable colors. Six whimsical traditional projects. Gingersnap BOM features cherished family favorite holiday treats. Be inspired to help customers create new holiday family memories.
13	4:40- 5:10P	Jen Kingwell / Amitie.com.au — Australia	First Look at Jen Kingwell's Quilt Recipes Sequel & New Fabric Lines	Jen Kingwell		Be the first to discover the sequel to Jen Kingwell's bestselling book Quilt Recipes, & her new ranges with Moda that accompany her Template of the Month program "Pick A Petal".
2	11:00- 11:30A	Kimberbell	Stitch up a Surprise: Attract Loyal Customers with Kimberbell's DDE!	Kim Christopherson		There's a mystery afoot! In 2025, Kimberbell returns to its roots with the DDE Wallflower Mystery Quilt. Foster repeat business and community while guiding customers in the thrill of solving and creating a mystery quilt together!
3	11:35A- 12:05P	Kimberbell	Punch Needle Embroidery: Hands-On Skills & Profitable Sales	Kim Christopherson	Jayme Shepherd	Get Loopy with Kimberbell's newest product line: Punch Needle Kits! In this class, take part in an interactive demo and discover how you can use craft kits to unlock new opportunities for your shop.
9	2:50- 3:05P	Lamb Farm Designs	Running Unique & Fun Block of the Month Programs: Shop Guides & Tips	Jennie Lamb		Join us for a session on running unique and fun Block of the Month programs for shops. Get structured shop guides, and fresh spins on traditional quilting, and keep your customers excited month after month. Inspire all quilters!
10	3:10- 3:25P	Lamb Farm Designs	Lamb Farm Designs Trunk Show: Modern Meets Tradition	Jennie Lamb		Join us for a trunk show featuring Lamb Farm Designs' newest patterns! Explore a unique blend of Modern and Traditional quilting, fresh takes on wool appliqué, and creative use of a variety of fabrics.
8	2:30- 2:45P	Leila Gardunia Design	Make Foundation Paper Piecing Easy, Fun, and Profitable	Leila Gardunia		Get practical strategies to boost sales and help your customers focus on the creative side of foundation paper piecing, instead of getting lost in the details. Curated supplies and preprinted foundation pads make FPP easy and fun!
2	11:00- 11:30A	Lewis & Irene	Lewis & Irene Spring Summer 2025 New Collections	Brian Wacaster		Showcase of the brand new 2025 quilting, apparel fabrics and exciting new collage panels from Delphine Brooks. Free gift for each attendee.
13	4:40- 5:10P	Liberty	Liberty Fabrics	Kate Hibbard	Maithe Garlipp	Liberty is a movement dedicated to discovery, animated by arts, culture, and beauty. In the spirit of our founder, Sir Arthur Lasenby Liberty, we remain unapologetically eccentric and committed to bringing good design to all.
12	4:05- 4:35P	Like Sew	Making AI as Easy as Half-Square Triangles	Sean Roylance		Learn the basics of AI and discover practical tools you can start using right away. This session is designed for beginners to demystify AI, show you how it can simplify your day-to-day operations, and grow your business!

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13	4:40- 5:10P	Like Sew	Using AI in Like Sew	Sean Roylance	Eric Thornton	Like Sew is implementing AI functionality across the system to save quilt stores time and money. In this Schoolhouse, learn more about how to use these new tools effectively!
14	5:15- 5:45P	Like Sew	Exploring the New Features in Like Sew POS	Spencer Wright	Eric Thornton	Get a sneak peek at the exciting new features coming to the Like Sew point-of-sale system! This class will cover the latest updates designed to enhance inventory management, sales tracking, and customer engagement.
9&10	2:50- 3:20P	Marcus Fabrics	Historic Prints for a Modern Age	Carrie Quinn		Repros & Historic prints remain an important category in today's industry, and for good reason! How to increase profits with time-honored designs like Marcus' Smithsonian collections by re-thinking & re-mixing in a whole new way.
11	3:30- 4:00P	Marcus Fabrics	Spice Up Quilting with Crochet & Other Fiber Arts	Kellie Beckwith		Blending is trending, as crochet combines with quilting & other fiber arts. Kellie shares insights to attract crossover customers to increase profits through creative merchandising, social media, & collaborative classes and events.
8	2:30- 2:45P	Maywood Studio	Stars & Stripes & Kimberbell Forever	Nancy Cummins	Kathryn Schmidt	Celebrate summer with the new Star-Spangled Beauty fabric collection by Kimberbell from Maywood Studio. Join Kim Christopherson as she shows you all the fabrics and debuts Kimberbell's newest ladder quilt. Giveaways for attendees.
8	2:30- 2:45P	Mettler USA	Silk-Finish Cotton 40 - The Ideal Quilting Thread	Mitch Kobylanski	Giovanni Rosa	In this session, Mettler will introduce their new 40wt Silk-Finish Cotton 1,094 yds spool and new colors perfect for quilting.
4	12:10- 12:40P	Moda Fabrics	New Simply Charming Club and By Request Easy Layer Cakes Quilt Book	Barbara Groves		Get customers in your store and keep them coming back! Give them a FREE pattern every month with the purchase of a Charm Pack. Lots of fun details to share! Our new By Request Easy Layer Cake Book is here! Come see the quilts!
7	1:55- 2:25P	Moda Fabrics	Inspire & Engage Quilters: The Power of the My Quilts App	Kiley Ferons	Ryan Ferons	Get a hands on demo with the creators of the My Quilts App - a new tool that every quilter needs! This app enables quilters to easily track their projects and share them with others as well as get inspiration for their next quilt.
8	2:30- 2:45P	Moda Fabrics	Building Your Business with the Art of Shibori	Debbie Maddy		Moda fabric designer, Shibori artist, and author, Debbie Maddy, will share her inspiration and how you can build your business with her new book, new Moda collection, classes, supplies, and modern ways to sell the world of fabric.
5	12:45- 1:15P	Moda Fabrics/United Notions	Robin Pickens New Fabrics, Projects, and Cross Stitch Add-Ons	Robin Pickens		Robin will share her new collection and ways you can scale the quilt projects up or down. Looking for some add-on projects? With cross stitchyou asked, we listened. Come hear the news on our new cross stitch offerings!
6	1:20- 1:50P	Moda Fabrics/United Notions	Cha-Ching! Create Recurring Revenue with Project Clubs & Moda Precuts	Chrissy Lux		Increase sales and create recurring revenue with project kits! Learn strategies to create kits customers love to make while you move basics and precuts off your shelves. Come see how supply kits & clubs can increase your profit!
4	12:10- 12:40P	Orimono Imports	White Label: Easier Than You Think to Go Custom	Thomas Henderson		Every shop wants to stand out. Having your own custom colorway, packaging, or product is one way. It's easier than you think to work with distributors, manufacturers, and designers directly to "go custom" in your shop.
5	12:45- 1:15P	Orimono Imports	Five Unique Sewing Notions from Japan	Alla Blaca		Be known for your unique offerings and solve stitching problems with these five high quality sewing notions from Japan. From a set of "purse pins" to a kakehari "3rd hand" tool and more. Come find something new!
6	1:20- 1:50P	Patch Abilities Inc	Hang Quilts with Hangers, not Thumbtacks	Julie Wurzer		Pencils and thumbtacks are office supplies, NOT for hanging quilts. Hangers are necessary to hang finished projects and they're add-on sales for your shop. Train your customers to expect them and ask for them.
7	1:55- 2:25P	Patch Abilities Inc	Do Beginner-Friendly Patterns for Machine Embroidery Exist?	Julie Wurzer		You have beginner ME customers and they are scared to start sewing with their machine. We make ME less intimidating with our proven beginner-friendly patterns. Learn what makes our patterns preferred by quilters and shop owners.

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4	12:10- 12:40P	Patrick Lose Fabrics	What's New from Patrick Lose Fabrics	Patrick Lose		Join esteemed designer Patrick Lose for a show-and-tell of his new collections and projects for the holidays, along with exclusive insight and more!
6	1:20- 1:50P	Pauline's Quilters World	What is QISS? Ø	Pauline Rogers		QISS - Quilting Is So Simple is a system set to re-energize the entire quilting industry, allowing for easy early success and start-to-finish quilting on any domestic machine. Your customers will be asking for the QISS system.
12	4:05- 4:35P	Pauline's Quilters World	What is QISS? Ø	Pauline Rogers		QISS - Quilting Is So Simple is a system set to re-energize the entire quilting industry, allowing for easy early success and start-to-finish quilting on any domestic machine. Your customers will be asking for the QISS system.
10	3:10- 3:25P	Poorhouse Quilt Designs	A Fun, Easy New BOM - A Little Bit Fall and a Little Bit Halloween!	Kristine Poor	Kate Colleran	Happy Hallows will entice your customers with an easy, fun to piece, 12 block fall quilt! This BOM is a great skill builder & simple to customize for your shop. Shop guide includes cutting charts, marketing copy, & more! Giveaway!
3	11:35A- 12:05P	Poppie Cotton	Poppie Cotton Favorites	Jina Barney	Lori Woods	Sharing everything new at Poppie Cotton, including holiday favorite Poppie's Basics and new designer collections. Showcasing marketing ideas, projects, and patterns. Lots of creative joy in every detail.
5	12:45- 1:15P	Quilters Select/RNK Distributing	Color, Cut, & Clarity for Quilters	Jennifer Gigas		Create, color, and cut with clarity, knowing that your quilt will match your vision. Join the Quilters Select team for a look at Design N Quilt Software & how to integrate it into your store's roadmap for success.
6	1:20- 1:50P	Quilters Select/RNK Distributing	Design N Stitch with Quilters Select	Jennifer Gigas		Need evergreen quilting content perfect for all skill levels? This scalable program covers it all: education, inspiration, social media component, and more!
7	1:55- 2:25P	Quilters Select/RNK Distributing	Quilters Select: A Non-Slip Solution for Success	Jennifer Gigas		Looking for a product line perfect for quilters and EXCLUSIVE to independent retailers like you? Discover the Quilters Select non-slip solution for sales and quilting success.
7	1:55- 2:25P	Quiltsmart Inc	Quilt Smarter Not Harder	Mattie Rhoades		NEW "The Quiltsmart Table" Book. Sixteen fun, fast, and easy patterns, using our super lightweight fusible interfacing. Makes great classes, and BOM.
8&9	2:30- 3:00P	Renaissance Ribbons	Unspooling the Profits: Increasing Sales with Ribbons from Renaissance	Chelsea O'Hayre		Explore the full range of Renaissance Ribbons, featuring designers like Tula Pink, Kaffe Fassett, and more! Increase add-on sales in your shop by offering ribbons and trims, as well as offering kits for classes and demonstrations.
7	1:55- 2:25P	Riley Blake Designs	What's New & What's Next at Riley Blake Designs	Cindy Cloward	Holly Draney	RBD is well known for high-quality & beautiful quilting cottons, but you may not know everything RBD offers. Join Cindy & team for what's new & what's nextexciting new products, upcoming sew-alongs, and a new substrate debut!
8&9	2:30- 3:00P	Riley Blake Designs	Riley Blake Designs Designer Showcase	Holly Draney		Join some of your favorite RBD designers as they present their most recent collections & what's around the bend! You don't want to miss this session!
11	3:30- 4:00P	Riley Blake Designs	Sunsetridge Projects	Minki Kim		Join me for an inspiring session for my latest collection, Sunsetridge! I'll walk you through the easy-to-finish quilt panel & versatile backpack panel. Discover a range of project ideas. Come ready to spark your creativity!
11	3:30- 4:00P	Riley Blake Designs	Welcome New Designers to RBD Batiks: Tammy Silvers & Patience Griffin!	Karen Gibbs		Tammy's session will help you enhance your product offerings, attract new customers, & drive sales. Be part of the Retro Revival batik revolution! Join Patience as she shares her A Touch of Celtic collection & exclusive boxed kit!
12	4:05- 4:35P	Riley Blake Designs	Come Sew a Story with Jennifer Long	Jennifer Long		Jennifer shares her journey to inspire learning & growth with fabric! Learn how you can inspire the next generation to love imagination quilts, felt panels, & machine embroidery doll-making with Jennifer's exclusive techniques!
13	4:40- 5:10P	Riley Blake Designs	Spring & Christmas Collections by Beverly McCullough of Flamingo Toes	Beverly McCullough		Beverly shares her next three RBD collections! Berry Market full of florals; Watercolor Daisies, her gorgeous first Batik line; and her holiday line inspired by vintage Christmas cards. And don't miss her popular needle minders!
14	5:15- 5:45P	Riley Blake Designs	NEW Foundation Piecing Ruler with Jill Finley of Jillily Studio!	Jill Finley		Jill shares the Duet Ruler for foundation piecing. See other new products, like the "Press It Pad" for appliqué & embroidery. Jill will also show her new RBD collection, "Cloudburst" with new quilt patterns to support the line.

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11	3:30- 4:00P	Robin Ruth Design	Where Will Your (Strip Pieced) Compass Take You?	Robin Long		Come learn more about this strip piecing technique for making Mariner's Compass blocks and projects, and all the new patterns and sew alongs coming down the pike for Robin Ruth Design. Did someone say "split compasses"?
6	1:20- 1:50P	Sallie Tomato	Bagmaking Essentials	Jessica Barrera		Jess, Founder and CEO of Sallie Tomato, will explore the latest product launches and upcoming developments for the company. She will also delve into emerging trends in the handmade bag-making industry and share her top five tips for creating professional-looking bags using a domestic sewing machine.
2	11:00- 11:30A	Sew Kind Of Wonderful	Discover New Tools and Quilt Projects From Sew Kind Of Wonderful	Helen Robinson	Jenny Pedigo	From our signature Quick Curve Ruler to the latest quilting innovation at Sew Kind of Wonderful, we're excited to introduce a fresh lineup of new projects that will inspire your next creation. Tools-Patterns-Fabric-Sew Alongs.
3	11:35A- 12:05P	Sew Kind of Wonderful	Become a Sew Kind Of Wonderful (SKW) Certified Shop TODAY	Helen Robinson	Jenny Pedigo	Why? SKW certification can help a quilt shop build its brand, attract a dedicated customer base, and stay competitive in the quilting industry. Interactive session with live sewing, demos, and discussion about all things SKW!
2	11:00- 11:30A	Sew Steady & Westalee Design	Host an Embroidery Club in Your Store that Sells!	Stacy Lewey	Melissa Tippets, Mendy Tippets	Learn why stores & customers are loving the exclusive Embroidelee Club. Check out our 2025 quarterly collection launches & new "Edge to Edge Collection". See how easy it is to get started with our launch party!
3	11:35A- 12:05P	Sew Steady & Westalee Design	Learn How to Host a Ruler Work Club Without an In-House Educator!	Donelle McAdams	Stacy Lewey	Learn about our new virtual Educator 4-6 sessions class program. Take your customers from beginner to ready to quilt their own quilt tops at home. Sell tools, kits, and club education and bring customers in for education they want!
13	4:40- 5:10P	SewTites	New Sew Magnetic Cutting System Products from SewTites	Jessica Drain		Come see a demo and learn about SewTites' latest additions to the "game-changing" Sew Magnetic Cutting System line of products: a rotating cutting mat, a larger cutting mat, and three new rulers!
11	3:30- 4:00P	Shannon Fabrics	Create a Cuddle Club	Michelle Hall		What's old is new again! Come explore how to start a Cuddle® Club at your store with our new 12 month starter kit guide and learn how this simple activity builds camaraderie and customer loyalty while increasing sales!
12	4:05- 4:35P	Shannon Fabrics	Belly Bands, Boxes, and Kits, Oh My!	Michelle Hall		Learn how to create your own custom Cuddle® Kits using end-of-bolt fabrics, company-provided packaging, and printed patterns, plus video tutorials. Make custom kits that sell!
13	4:40- 5:10P	Shannon Fabrics	Cuddle® Kits and Beyond	Michelle Hall		Learn how to leverage sales with Shannon Fabric kits by introducing customers to a whole new world of possibilities all in one captivating Cuddle® kit box.
12	4:05- 4:35P	Slice of Pi Quilts	Try Something New! Patterns to Surprise and Delight Your Customers!	Laura Piland		Meet Laura - the designer of the popular Exploding Heart quilt pattern and see what's new! Your customers will love her well-written patterns and unique designs! Come prepared to be inspired and leave ready to try something new!
8&9	2:30- 3:00P	Snapdragon Quilting	Wow Your Customers-Quilt Patterns with Traditional & Modern Techniques	Jennifer Wagner		Jen will showcase how modern techniques - including foundation paper piecing, curved piecing, reverse appliqué, and raw-edge appliqué - can be combined with traditional methods to create striking, contemporary quilts. Learn the techniques, tips, and tricks Jen has perfected through her own patterns, offering fresh inspiration for quilters and shop owners alike. This session will provide actionable insights to take home and apply immediately.
2	11:00- 11:30A	Stitchin' Tree	Social Media Tips & Tricks	Teresa Coenen		Social Media is like having a marketing specialist in your pocket. Teresa will provide you with a few basic tips and tricks for ensuring your business is noticed and your posts are shared on Facebook and other platforms.
3	11:35A- 12:05P	Stitchin' Tree	Meme Your Way to More Followers	Teresa Coenen		Boost your social media following with original quilting memes! Teresa will provide insights on copyright laws related to memes and the benefits of posting original content from Stitchin' Tree's Meme Collections.
4	12:10- 12:40P	Stitchin' Tree	Mystery Five-O: Mystery Quilts & Marketing, Bundled For Success	Teresa Coenen		Mystery Five-O offers quilt retailers five year-round mysteries to grow their customer base, boost marketing skills, and sell merchandise. Includes marketing materials, coaching, and monthly Zoom sessions for support.

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5	12:45- 1:15P	Stitchin' Tree	Dance Your Way to Profits with Square Dance Delight	Teresa Coenen		Sell panels, border prints, or large-scale prints in quantity with Square Dance Delight! This "done for you" video package can be offered online or in-store as a class and pattern. Quilters can choose from a variety of settings.
6	1:20- 1:50P	Stitchin' Tree	Who is Ready for a Six-Pack?	Teresa Coenen		Teresa will show 10 new designs using six half-yard cuts of fabric. Six Pack Quilts are perfect for shop-hops, bus groups, quilt shows or after-life fabric sales. All Six Pack patterns are customized and reproducible.
7	1:55- 2:25P	Stitchin' Tree	Play Your Way to Sales with Trader's Dice	Teresa Coenen		Quilters want to have fun! Teresa will demonstrate how to set up and host a Trader's Dice Game event (stand alone or class/workshop-based) to sell fabric, notions, classes, and other products in your shop.
2	11:00- 11:30A	Stride Retail	Automate Your Business: Using Software to Automate Your Business	Andrew Hastings		In today's world of business, there are so many small details that call for your attention. What if you could automate those small tasks and take back control of your time? Join us to learn about the tools to help you succeed.
3	11:35A- 12:05P	Stride Retail	Inbox Influence: Changes and Trends in the World of Digital Marketing	Nate Elwood	Andrew Hastings	Come learn about marketing in the digital age using software available to everyone (not just Stride users) that can help you stay on top of the latest trends in email, SMS, and other marketing avenues.
11	3:30- 4:00P	Studioe Fabrics	Discover the Versatility and Beauty of Snippets Pearlescent Ombres	Judy Gauthier		Snippets Pearlescent ombres can be used to enhance the beauty of your quilts. Teach customers to simplify color theory for sensational quilts. Discover how easy it is to obtain secondary design elements. Great seller in the shop!
12	4:05- 4:35P	Studioe Fabrics	New Peppered Cottons * Free Quilt Directions to Kit * Bundling Magic	Pepper Cory		See 11 new shades of "solid with spice" plus Pepper's latest easy-to-piece quilt using Peppered Cottons. Marketing advice: not all fabric bundles are created equal - learn to choose color combinations that appeal to your customers.
13	4:40- 5:10P	Studioe Fabrics	Connect the Dots with Karen Montgomery	Karen Montgomery		Learn to use the unique Dots & Holes fabric collection to create easy to sell kits in a variety of sizes. Free patterns make the projects simple to kit, profitable and fun to make for any skill level. Free give away!
3	11:35A- 12:05P	Tensisters Handicraft	Are You An EasyPiecing Shop? Join the Fun & Success of EasyPiecing Grid	Carmen Geddes		The most fun and innovative product at Market. EasyPiecing Grid and our FREE Pattern Library are the perfect combo to make money! Easy to teach, demo, and SELL! Free project for each shop owner. The BEST new product for your shop!
4	12:10- 12:40P	Tensisters Handicraft	Project of the Month, Block of the Month, & More with EasyPiecing Grid!	Carmen Geddes		Endless Possibilities for Success! Fill your classroom and keep your customers coming back for more! Check out the most innovative new product at the show! Take advantage of our HUGE Free pattern library for kits/classes and more!
5	12:45- 1:15P	Tensisters Handicraft	How to Make More Money? Kit\$ and Cla\$\$e\$ with EasyPiecing Grid!	Carmen Geddes		The most fun and innovative product at Market. EasyPiecing Grid and our FREE patterns are the perfect combo to make money! Easy to teach, demo, and SELL! Free project for each shop owner. The BEST new product for your shop!
6	1:20- 1:50P	Tensisters Handicraft	Keep Customers Coming Back for More with EasyPiecing Grid!	Carmen Geddes		The most fun and innovative product at Market. EasyPiecing Grid will bring customers to your store and make you more money! Easy to teach, demo, and SELL! Free project for each shop owner. The BEST new product for your shop!
2	11:00- 11:30A	Tilda Fabrics/Brewer	Tone Finnanger Highlights Tilda Fabrics Newest Collections	Tone Finnanger	Melanie Greseth	Join Tone Finnanger, designer of Tilda Fabrics, as she showcases her 2025 fabric collections and quilts. Learn about all the marketing resources Tilda Fabrics and distribution partner Brewer, offers retailers.
2	11:00- 11:30A	Timeless Treasures	Stormy Sea to Paradise, Projects Ranging from Wall Quilts to King Size	Toni Kay Steere	Jenny Foltz	2025 offers your shop fantastic Tonga Collections & projects: Forest Floor Encore, Stormy Sea, Farm Sweet Home including new farm panel, & Paradise. Come see the new BOM's, decorator quilts, & Farm Sweet Home Panel Quilt.
3	11:35A- 12:05P	Timeless Treasures	Creative Quilts and Kitting with Charisma	Charisma Horton		Increase sales, while offering convenience to your customer, with quilt kits. Charisma will discuss her process for choosing the perfect fabrics for striking quilt kits. See the new Chicken Scratch & Homestead Holiday collections.

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5	12:45- 1:15P	Timeless Treasures	Quiltworx: Where New Designs Come to Life!	Judel Niemeyer		Join us for a showcase of the Quiltworx & Timeless Treasures 10th Anniversary Basics Cotton Collection release. Color Stock & a curated 20 pc Tonga Batik Collection, ideal for Christmas & winter themed quilts. Let us INSPIRE you!
4	12:10- 12:40P	Timeless Treasures/Dear Stella	Walk on the Wild Side	Pamela Morgan		Pammie Jane is taking the concept of basics to a whole new level with Wild! Learn how she blends Wild with Kitty Litter, other basics, & prints to enhance the depth of her quilts. Get ready to go Wild with these versatile new basics.
12	4:05- 4:35P	Valdani Hand-Dyed Colorfast Threads	How Valdani Pearl Cotton Will Enhance Your Wool Appliqué	Katie Solberg	Karen Yaffe, Dana Jonsson	Learn how Valdani Pearl Cotton, with its multitude of colors, can be used for wool appliqué and more, to take your projects to the next level. Find out ways to market and sell Valdani in your shop. Giveaways and door prizes.
13	4:40- 5:10P	Valdani Hand-Dyed Colorfast Threads	Growing Sales with Valdani Threads & Granny's Legacy Dyed Wool Kits	Katie Hebblewhite	Kim Zenk	Kim & Katie of Granny's Legacy Patterns are excited to share new ways to maximize sales with wool appliqué. Wholesale kits/BOM from GLP partnered with gorgeous Valdani threads are a winning combination. Giveaways and door prizes.
8	2:30- 2:45P	Véronique's Quilt Designs	Outside the Square	Véronique Diligent		Presenting my latest design which is appealing to a growing number of quilters/embroiderers who are looking for something different. It allows them the opportunity to add their personal touch thus making it unique and special.
7	1:55- 2:25P	Villa Rosa Designs	Kit Like Crazy with \$1 Patterns	Pat Fryer		All the latest pattern cards and custom programs to help you sell fabric and keep your customers coming back for more.
9&10	2:50- 3:20P	Whole Country Caboodle, The	Caboodles + Clubs + Creativity = Tons of Fun!!	Leanne Anderson	Kaytlyn Kuebler	New fabric and new appliqués equals so much fun for all ages! Leanne & Kaytlyn will show fun ways to use their appliqués, creative clubs, and ways to make your customer feel valued! Attend and receive a free precut & pattern!
11	3:30- 4:00P	WonderFil Specialty Threads	Discover the Brand New WonderFil Creative Mediums	Andrew Ngai		Beyond stabilizers, WonderFil developed a new line of Creative Mediums to enable quilters, embroiderers, & sewists to excel in their creation and workmanship when using WonderFil Threads. Explore & take home a sample pack to try!
12	4:05- 4:35P	WonderFil Specialty Threads	WonderFil New Variegated Softloc for Serger	Andrew Ngai		Known for its softness & iron-safe properties, SoftLoc wooly-poly is an ideal looper thread for knits, stretch, & delicate fabrics. 60 NEW variegated colors have been added to elevate the visual appeal of diverse serging projects!
13	4:40- 5:10P	WonderFil Specialty Threads	WonderFil Cotton Quilting Threads	Andrew Ngai	Bernadette Kent	Egyptian Cotton threads for hand & machine piecing, appliqué, & quilting? WonderFil 60wt Efina, 50wt Konfetti, & 12wt Spagetti have you covered! Samples to understand why weight matters and show why cotton is such a go-to thread!