



Weekly News & Updates

June 10, 2023 | Issue 23

One Year Later

This week our focus is one of transition. Transition, as my youngest graduates from high school and embarks on her continued educational journey. Transition, as my parents look forward to relocation from North Carolina. Transition, as we look at how far we have come in the past year as the new owners of Webfabrics.



Let's take a look back at the last year. June 10th, 2022, Sydney and I sat on Carly's back patio and signed the contract to purchase Webfabrics. With that stroke of a pen we started a new transition of our own.



Setting Up Shop

We immediately secured the business license, signed a lease for a new location, and completed all legal paperwork. Once the inventory was complete and some initial construction finished, we moved the fabric from Carly's basement and garage. We ordered new fabric and began



Calendar

- June 15th - Candy Cutie Pouch - Moda Blog
- June 17th - Saturday Sampler - Father's Day Coaster Make and Take
- June 19-23 - H&H Americas Trade Show, Chicago
- June 24th - Saturday Sampler - Zipper Tricks and Tips with Kate
- June 25th - Sunday Sew-ocial - 10:30 - 3:30
- June 28th - T-Shirt Quilt Class

Calendar



preparing to open a new Brick and Mortar store all while continuing to support the existing online business.



New Logo, New Signs, and New Website

Meagan designed our new logos which are used on our website, shirts and signs. We took over the Facebook page and established a larger social media presence to reach the audience across multiple channels. You can now find us on Facebook, Instagram, and YouTube. Yes, we have a TikTok but we haven't really explored that channel yet. Stay tuned in the next year.

We migrated to a new modern website with more features. We continue to explore all capabilities and expose these as they are available. Did you know you can create a wishlist, buy gift cards and see all of your past purchases online as part of your secure account? If you haven't created an account yet, sign on and see all that is available.



Opening the Brick and Mortar Store

Once all construction was finished and new inventory arrived we were ready to open the doors to in-person shopping after years of Webfabrics only being open virtually. The Waterford Guild attended a private shopping day to help us work out the new Point of Sale system bugs and train our staff. What a fun day. We followed that closely with a more significant opening event.

The Town of Purcellville held an official Ribbon Cutting Ceremony, with media producing a video of the store.



Guild Test Day

Quilting a Community

Our goal from the beginning has been to build a community of quilters and provide a place where quilters can gather and share. Whether you are new to sewing or an award-winning artist, we welcome you all. We recognize that quilters are very generous people who when not making something for themselves are often quilting for others. Being part of this community and making a difference in our community has always been important.

We connected organizations and quilters. We held a Sunday In-Store Sewing day that was focused on making quilts to be donated. Many of you donated blocks that we made into a quilt which was donated to Stations Stitchers. We have enough blocks for at least two more quilts.

We collected food for Loudoun Hunger Relief. We became a drop-off point for [Station Stitchers](#) and [Project Linus](#) charity quilts. Most recently I connected Station Stitchers with my former employer Deloitte Consulting as part of Deloitte's Impact Day program. Yesterday, a group of Deloitte employees worked with Stations Stitchers to learn to quilt. They completed over 20 quilt tops in one day.

To learn more about these great organizations, visit their websites by clicking the link in their name above. We are always open to working with other organizations.





In-Store Events

Sunday Sew-ocials, Saturday Samplers, and Quilting classes have all been added to our calendar. These events provide opportunities for quilters to connect and share.

Once a month, we host open sewing events in the store. These Sunday Sew-ocials provide an environment to come and sew together. It's a great place to meet new sewing friends. Get feedback and help on a challenging new project. See and learn new techniques or just come and visit. Sign-up on our website. It's a great place to come together and share.

Saturday Samplers provide an opportunity to learn new skills, see a new technique demonstrated, or participate in a Make and Take. We have been very fortunate to have several very talented local artists come and share their passions.



Quilting classes are just starting. Our space is not large enough to provide the classroom education that we want to provide, so we continue to explore ways to support the educational desires of our customers. We have held several small classes in the store either on weekends or after hours and will continue to offer those while we explore other options. Stay tuned Zoom classes may be in the future.



Quilt Shows

Once we had the website and our Brick and Mortar store all up and running, we took to the road. We participated in four shows; Mid-Atlantic Quiltfest, A Quilters Destination in Lancaster,

Quiltfest, Greenville, SC and AQS Paducah. What a great experience. We meet so many customers and just love it. We also met so many other vendors and have introduced new products to the store.

Our travels continue as we head to the [North East Ohio Quilt](#) show in Wooster; [The Greater Wisconsin Quilt Show](#); and [Road to California](#) and have a few more in the works. If you are near any of these events please come see us.



We attended the Houston Quilt Market this past year and plan to go again this year. We aren't planning to sell just yet but may in the future. We are also heading to Chicago this month to attend the H&H Conference.

THANK YOU

We want to thank all of you for everything you have done to make our first year successful. We are so fortunate to have so many friends and family who have been willing to come and help us. You have cut fabric, folded fat quarters, made bundles, created and quilted samples, put our logos on shirts, helped set up and break down booths at shows, and so much more. We just can't say thank you enough. We look forward to what this next year holds. Thanks again and Happy Sewing.



Bev and Sydney

[Visit our Website](#)

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