

Quilt Sampler®

Dear Quilt Shop Owner,

Each year since 1995, *American Patchwork & Quilting*® magazine has featured 10 outstanding North American quilt shops and their exclusive projects in a newsstand publication entitled *Quilt Sampler*®. *Quilt Sampler* Fall/Winter 2011, is on newsstands now—it features 10 fabulous shops, plus a revisit to an 11th shop that was a past *Quilt Sampler* favorite. We've already begun the search for quilt shops to spotlight in *Quilt Sampler* 2012, and we need your help.

In order to ensure that we have current, accurate information in our files, we've simplified the application process. Please review the attached **Quilt Sampler Nomination Guidelines**. We've tried to eliminate any extraneous work for you and clarify what our judging panel is looking for. Even if you've applied in previous years, we encourage you to resubmit your information following the revised guidelines. Take note of the deadline—all information must be received by **December 15, 2011**.

American Patchwork & Quilting staff members will review all of the information submitted and select the shops to be featured in *Quilt Sampler* Fall/Winter 2012. We will notify the selected shops by February 15, 2012.

If you have any questions, please call our editorial assistant, Mary Irish, at 515/284-2681 or e-mail her at mary.irish@meredith.com, and she will direct your question to the person who can best answer it.

The selection process is always exciting and we're looking forward to another issue filled with creative quilt shops and inspiring quilt shop owners.

Sincerely,



Jennifer Keltner
Executive Editor, *American Patchwork & Quilting* family of publications

Quilt Sampler®

Quilt Sampler® 2012 Nomination Guidelines

How do I get my quilt shop featured in Quilt Sampler magazine?

Deadline to submit materials is December 15, 2011. If you're wondering about the selection process, and how to make your shop STAND OUT, pay particular attention to the Dos and Don'ts section.

Top Five Quilt Sampler Nomination Dos and Don'ts:

1. DO show us what you've got! Quilt Sampler is a highly visual medium—a virtual shop hop! To enhance your shop's appeal throughout the judging process, make sure the photos (prints only, not CDs or DVDs) you submit tell your shop's story well. Remember that we are driving readers to your shop through the pages of the magazine. They come from distances of hundreds of miles. They are less likely to attend special events or one-time classes than your local clientele. When you edit your photo selections, look for photos that will make us say, "I'd love to go to this shop," or "I'd send someone here in a heartbeat." Of the 20 to 25 photos you submit, at least 15 should answer questions in our judges' minds, such as, "What can I buy here? What are the samples like? Will I find inspiration in merchandise displays?"
2. DON'T mistake quantity for quality. It's not necessary to have your customers sign a petition or inundate us with postcards. We're interested in SEEING what you've got and READING about what makes your shop one of a kind! The number of square feet you have or bolts of fabric you carry is interesting—but we're not just looking for numbers.
3. DO keep your nomination information clear, concise and well organized. We solicit contributions from a database of more than 2,700 quilt shops. To clear the first round of judging, we have about 7 minutes to review your file. Before you send in your submission, have a friend or customer spend five minutes with it and tell you whether or not it reflects the essence of your quilt shop. Our review panel spends more time with each file in subsequent rounds of judging ... but, if you don't pass the 7-minute test, it's likely we'll miss your "buried treasures."
4. DON'T feel compelled to create scrapbooks, framed art or other three-dimensional objects. We prefer to receive information that is typed, double spaced and easy to sift through. If your nomination doesn't fit into a standard folder, it's more likely that parts and pieces may be separated from one another and mistakenly overlooked.
5. DO remember you are part of an industry that is filled with FABULOUS competitors. ALL great shops have plenty of fabric bolts and GREAT customer service. We're fortunate to feature 10 great quilt shops in each issue of Quilt Sampler, and honestly, it is time constraints that prohibit us from featuring more shops, not a lack of winning candidates. Sometimes factors outside your control prevent your inclusion such as, geographic diversity (we can't choose 10 great shops from one region), variety in each shop's character (for example, they can't all specialize in batiks and brights), etc. So DON'T be discouraged ... if at first you don't succeed, TRY AGAIN. You never know, THIS COULD BE YOUR YEAR!

Quilt Sampler® 2012 Nomination

Please include the following information. We ask that you resubmit information each year so we have the latest, greatest information about your shop. The preferred format is a two-pocket folder, with photos, newsletter, and class schedule placed in the left pocket and your typed nomination form in the right pocket. Include the shop name, address, and phone number on the folder front.

Quilt Shop Name
Owner(s) Name(s)
Address
City/State/Zip
Telephone Number
Business Hours
Years in Business
Website Address
E-mail Address

Include between 20 and 25 color photographs of the shop's interior—focusing especially on displays and vignettes that reflect your shop's personality and the types of ideas and inspirations customers will find when they visit. Include one or two shots of the exterior and one or two overall shots of the interior. Digital images are acceptable, but PRINTED COPIES are a MUST. (CDs and/or DVDs will NOT be opened or viewed.)

Answer the following questions:

1. What distinguishes your quilt shop from others? What would make someone drive 100 miles to come to your shop?
2. Why did you open a quilt shop? What drives you to excel in this business?
3. Describe your shop's staff. How many do you employ? Do you or your staff design original quilt patterns?
4. Do you teach classes in the store? If yes, what types and on what kind of a schedule?
5. Where is your shop located? Please describe the building, its surroundings, and the community. What are other attractions in the area? Why did you select this location?
6. What is the "one thing" your shop does better than any other?

Include the following items:

Business card
Newsletter (include a hard copy if it is an e-mail newsletter format)
Class schedule

DEADLINE: December 15, 2011. Send all materials to the following address:

American Patchwork & Quilting
Attn: Quilt Sampler Nominations
1716 Locust St., LN-204
Des Moines, IA 50309

Materials submitted for nominations will not be returned.