



Spring 2015

## A Message From The Chair

Cheryl Nachtrieb, SWG Board Chair

By now, the Columbus TNNA registration brochure should have landed on your desk. Take special note of the **Building Better Business** day offered on Friday, May 29th. I participated in the inaugural session at the Winter show—it fabulous and well worth my time. This all-day event is focused on the honing your business skills. There were many networking opportunities facilitated by the organizers. You'll find it's to your business's advantage to come in a day early to avail yourself of this opportunity. Check out [this short video](#) to learn more.

### New Column in Yarn Market News

SWG has a new column in *Yarn Market News*, thanks to **Dave Van Stralen**, spinning and weaving member-at-large and incoming TNNA board chair. Dave approached the editors about a regular column that would focus on retail education, best practices, success stories, SWG initiatives, and how stores use education and Spinzilla to drive sales. We are thrilled that they readily said yes. This is a great opportunity for us all.

### Silent Auction

The silent auction at the trade show is a great opportunity for you to feature new and popular products, kits, or just show off your creativity. SWG receives all the proceeds from items donated on its behalf. This is an important fund raising opportunity for SWG so that we can maintain the high show presence we have set for ourselves. To donate, fill out [this form](#) and drop it off at the front desk by Friday May 29th at 4 pm.



Cheryl Nachtrieb, chair of the Spinning and Weaving Group presents a check for a \$13,380 donation to NAMP to Beth Casey of Lorna's Laces and President of the TNNA board.

### Join me in Columbus!

TNNA produced a **new video** about the value of attending a show. I look forward to each show, knowing I'll learn something new, meet a new contact, find new products, and take inspiration back to my shop.

To make the most of SWG's initiatives we need your support. Please encourage your fellow spinning and weaving business owners to joining SWG. If you would like to lend your hand, feel free to contact me, and I'd be happy to find a niche for you!

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### Mission

To ensure a vibrant marketplace by promoting the joy of handspinning and weaving

### Purpose

To Create New Markets By:

- Extending the crafts of handspinning and weaving through coordinated publicity campaigns and events
- Gathering market information about the size and scope of the industry and establishing a strategic plan for growth based on that information

To Support and Provide a Forum for Existing Retailers, Manufacturers, and Suppliers By:

- Hosting a sophisticated web site that helps consumers, retailers, and wholesalers find the resources they need
- Establishing alliances with other like-minded organizations to promote spinning and weaving

[www.spinweave.org](http://www.spinweave.org)

## SWG Leadership

The leadership team is comprised of three members. The chair is elected by the membership, and then she appoints two members to serve with her to oversee the activities of SWG. SWG strives to have one wholesale, one retail, and one affiliate member on the leadership team.

### 2015 LEADERSHIP TEAM

**Cheryl Nachtrieb, Chair**  
The Recycled Lamb

**Rita Petteys**  
Yarn Hollow

**Constance Hall**  
Dyeology

### OTHER CONTRIBUTORS

**Dave Van Stralen**  
TNNA Spinning and Weaving  
Board Member-at-Large

**Andrea Marquis**  
Show Specials and Spinzilla  
Sponsorship Coordinator  
YarnSuperhero

**Liz Gipson**  
SWG Marketing Coordinator  
Yarnworker

**Guy Googins**  
TNNA Liaison

### COMMITTEES AND VOLUNTEERS

**Jane Patrick**  
Teachers Listings  
Schacht Spindle Company

**Tina Feir**  
Gate City Yarns  
Retail Council Liaison

**Felicia Lo**  
SweetGeorgia Yarns  
Newsletter Design

## THE NATIONAL NEEDLEARTS 2015 TRADE SHOW

### Put the SWG Booth on the Top of Your List!

*Andrea Marquis, Show Coordinator*

As you are making your plans for the Summer show, put a stop by the the Spinning and Weaving Booth (#1139 /1141) on your list. We have quite a few resources to get your buying off to a great start.

- Grab a copy of our 2015 *Spinning and Weaving Suppliers Guide* or download a copy [here](#)
- Pick up a goodie bag of new products and show-only specials
- Get the latest updates on Spinzilla 2015
- Enter to win our member-only drawing prize—sign up at the show and you are eligible!
- Talk to knowledgeable volunteers about adding spinning and weaving products in your business
- Learn more about our Teachers Directory

*Join us for the Spinzilla meet-up in the booth on Sunday from 3- 4 pm to learn more about team hosting, sponsorship, and the other business opportunities that Spinzilla creates. Thanks to Constance Hall for joining the booth planning team!*

### Participate in our Spinning and Weaving Show Specials Goodie Bag

In an effort to encourage more ordering at the show, SWG revamped our trade show display. In addition to the fiber samples, we are expanding our offerings to include weaving yarns, dyes, and other spinning and weaving related products to put in a goodie bag for buyers.

- Each sample bag from a wholesale exhibitor should contain a special offer that you can only get at the show.
- We encourage samples of NEW product.
- Pricing is for 100 bagged samples. Each lot of 100 samples must be the same product although the colorway may vary.
- 100% of the proceeds got into the SWG coffers to support our activities.

Pricing is based on your participation level: Exhibitor price \$45 per product for 100 samples. Attending the show but not exhibiting? Volunteer to help out and your price is \$55. Not attending the show but want to send samples? Your price is \$65. Your products may be included in the display without attending the show up to two times.

Fill out this [online form](#) to secure your spot. If you have any questions, need some help cooking up special offers, or would like to volunteer, call Andrea Marquis at 412-303-4409 or email [andrea@yarnsuperhero.com](mailto:andrea@yarnsuperhero.com).



## CONSUMER OUTREACH AND EDUCATION

### Spinzilla 2015: October 6 - 11

Liz Gipson, SWG Marketing Coordinator

Interested in harnessing the enthusiasm for Spinzilla for your business? Stop by the SWG booth #1139 /1141 at the TNNA Columbus show anytime to chat about prize sponsorship, hosting a team, and sales opportunities. **Join us for a Spinzilla Meet-Up in the booth on Sunday, May 30th from 3 - 4 pm!** This is a good time to meet fellow team captains, hosts, sponsors. We have a special treat for everyone who attends!

#### Important Dates

- *Team Registration* opens June 8 and runs through August 17
- *Spinner Registration* opens September 1 and runs through October 2

Thank you to all our 2015 sponsors! Spinzilla would not happen without you. We welcome back our Yak sponsors from last year **Schacht Spindle Company** and **The Woolery** and major media sponsor **Spin-Off**; returning Bison sponsor **Louet North America** and new Bison sponsors **SweetGeorgia Yarns** (a 2014 Merino sponsor) and **Foxglove Fiberarts**; returning Merino sponsors **Yarn Hollow** and **Unicorn Fibre**, and new Merino sponsors **Happy Fuzzy Yarn**, **Hand Spinning News**, and **Treenway Silks**. We have a plenty of prize sponsorship opportunities available, contact Andrea at [sponsors@spinzilla.org](mailto:sponsors@spinzilla.org) for details. To get the latest on Spinzilla 2015, read our **most recent blog post**.



*Sheepzilla was happy to meet up with her friends and fans at the Winter show. She has a special treat in store for anyone who stops by the booth for the Spinzilla Meet-up on Sunday, May 30th from 3 - 4 pm.*

### SWG Membership Information

#### 2015 Annual Dues

- \* \$75 - Wholesale
- \* \$25- Retail
- \* \$15 - Affiliate

If you are already a member of TNNA and would like to join SWG, please visit the TNNA **Product Segment page** and click on the appropriate level of membership to join.

#### Member Benefits

- Eligibility to host a Spinzilla Team
- Access to spinning and weaving specific industry data
- Listing on SWG's membership directory
- Consumer marketing including Spinzilla, Teacher Directory, and NeedleArts Mentoring Program
- Ensuring that spinning and weaving interests have a voice on the TNNA board
- *Spinning and Weaving Buyer's Guide*

#### Current Initiatives

- Hosting Spinzilla
- Creating a high profile presence for the crafts of spinning and weaving at TNNA trade shows
- Growing our teachers directory and promoting our website resources
- Working with TNNA leadership to increase trade show participation

**For more information, visit**

[www.spinweave.org](http://www.spinweave.org)  
[www.spinzilla.org](http://www.spinzilla.org)  
[www.tnna.org](http://www.tnna.org)

### Spinzilla Spins a Mighty Web

To keep up-to-the minute with Spinzilla join our mailing list at [www.spinzilla.org](http://www.spinzilla.org)

Follow us on **Pinterest** and **Twitter** @spinzillaspins

Like us on **Facebook** @spinningandweavinggroup

Check our Spinzilla **YouTube Channel**

Join our Spinzilla **Ravelry Group**



## SWG Website Update

The SWG **website** is getting a facelift that is more than skin deep. The goal is to make the website a central reference point for consumers to find a SWG member spinning and weaving shops, fiber-related events, and spinning and weaving teachers.

**The Teachers Directory is available to all spinning and weaving teachers for free through 2016! Click here to sign up.**

As you all know, maintaining an up-to-date, easy-to manage and easily navigable website is a challenge. We have been diligently working with a team to try and find the best solutions to suit our needs so that the website can be maintained within the scope of our resources.

After this is complete, we can begin marketing the site based on a plan that **Jane Patrick** outlined as part of the Teachers Directory development—sending press releases out to all major fiber-related publications, key web partners, and other relevant parties.

## New Spinning and Weaving Kits!

*Rita Petteys, SWG representative NAMP Board*

It has been a long standing desire for the spinning and weaving business community to support youth education in a way that aligns with our mission. To that end, we picked the **NeedleArts Mentoring Program** as the beneficiary of Spinzilla registration fees to foster the customers of tomorrow (and introduce our crafts to their parents, the customers of today!).

In two years, Spinzilla has donated nearly \$20,000 to the NeedleArts Mentoring program, bringing new energy to the program. Many existing mentoring group are now incorporating spinning and weaving into their activities. The program has grown nearly 25% in the past year and is adding new programs on a regular basis.

Spinzilla funds are specifically going to create CD spindle and weaving kits to support adult mentors. **Constance Hall** and **Liz Gipson** are working with suppliers to create kits that are kid-friendly and leave breadcrumbs back to your business.

Each program receives a CD spindle or small chipboard frame loom, a brochure with instructions and a copy of a beginning spinning or weaving book for the adult mentor to be housed in the school library or community resource room.

We are in the process of making 1,000 kits that will be branded with SWG's logo, Sheepzilla, and a website address directing interested new spinners and weavers to a special landing page that will point them in the direction of SWG member spinning and weaving shops,



SWG's new CD spindle and loom sticker artwork designed by **Joan Sheridan** of *Heritage Spinning and Weaving*.

spinning and weaving teachers, or events in their area. This is the value of your SWG membership at work!

Interested in starting a program in your area? Visit the NAMP website at [www.needleartsmentoring.org](http://www.needleartsmentoring.org).

## Spinning and Weaving Classes at the Summer TNNA Trade Show

**Bumpy Cowl** with Deborah Jarchow Thursday, May 28, 12 - 6 pm

**How to Sell Spinning and Weaving Equipment** with Dave Van Stralen, Thursday May 28, 3:30 - 6:30 pm

**How to Speak (and Sell) Fiber** with Liz Gipson, Saturday, May 30, 7:45 - 9:45 am

**Rigid Heddle Weaving - An Asset to Your Yarn Shop** with Deborah Jarchow, Saturday May 30, 7:45 - 9:45

**Introduction to Spinning - Spindle Spinning** with Nancy Shroyer, Sunday May 31, 7:45 - 9:45

**Cotton! Spin it, Weave it, Dye it!** with Eileen Hallman, June 1, 7:45 - 9:45