

SWG News You Can Use

Winter 2014

A Message From the Chair

Cheryl Nachtrieb, SWG Board Chair

I am so pleased and excited to have been elected to the Chairperson position for SWG! We have so many opportunities to grow the spinning and weaving community, and I'm glad to be part of that. Studies show that our segment, although small, is growing and public awareness of spinning and weaving is on the rise.

As a product segment group, it is up to us to support the initiatives that contribute to furthering our specific market niche. A big part of SWG's work right now is our in-progress teacher directory and Spinzilla.

I'd like to thank the Spinzilla committee—Constance Hall, Andrea Marquis, Rita Petteys, and Liz Gipson—for their amazing dedication. They received outstanding support from Holly Buckholter and Guy Googins on the TNNA staff. Their commitment to this incredible event included an unbelievable amount of work and cooperation and made this year's monster of a spinning week an off-the-charts success! I would also like to thank our sponsors and team hosts for their support, in particular our title sponsors Schacht Spindle Company, The Woolery, and Major Media Sponsor Spin-Off. To see a full list of sponsors and to see our 2014 Spinzilla outcomes report, [click here](#).

To ensure Spinzilla's continued success, we engaged Liz Gipson to do the marketing and promotion for Spinzilla and offered each of the Spinzilla committee members a very small honorarium to offset the hundreds of hours they put into making Spinzilla a success.

I heartily encourage you all to attend The National NeedleArts Association Winter 2015 show in Phoenix. SWG will be debuting our new Spinning and Weaving Lounge where you can stop by to learn more about Spinzilla, our revitalized teachers directory, and our new show promotion. Join us at the SWG meeting on Sunday, January 11 from 5:15 - 6:30 in room 228A.



Team hosts offered a number of public events during Spinzilla including the Colorado Spin-In organized by Schacht Spindle Company at the Denver Art Museum. This event nabbed an American Craft Week Gold Star Award for Ultimate Group Event. Photo by Constance Hall

I also want to thank Andrea Marquis for her service on the leadership team. She will step down after the first of the year. I'm pleased to welcome Constance Hall who join the leadership team in 2015.

To make the most of our initiatives we continue to need your support. If you would like to lend your hand, please feel free to contact me, and I'd be happy to find a niche for you! Here is to a happy and healthy holiday season and we look forward to a bright shiny New Year.

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

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

Louet North America

TNNA Spinning and Weaving
Board Member-at-Large

Andrea Marquis

Yarn Superhero
Show Coordinator

Liz Gipson

Yarnworker

SWG Marketing Coordinator

Guy Googins

TNNA Liaison

Committees & Volunteers

Jane Patrick

Schacht Spindle Company
Chair, Education

Tina Feir

Gate City Yarns
CD Spindle Coordinator and
Retail Council Liaison

Felicia Lo

SweetGeorgia Yarns
Newsletter Design

Spinning & Weaving Lounge at the Winter Show

Andrea Marquis, Show Coordinator

Come visit the Spinning and Weaving Lounge at the Winter Trade Show, booth numbers 452 - 454. Drop by and pick up our 2015 Spinning and Weaving Suppliers Guide, learn more about our re-vitalized Teachers Directory, get the latest updates on Spinzilla 2015, dig into a great deal (see below), check out a directory of SWG member exhibitors, get your photo taken with Sheepzilla, and learn why you should be a SWG member. Here are a few more details about our show promotion.

Get More Customers

In an effort to drive more traffic to SWG member exhibitor booths and encourage more ordering, the Spinning and Weaving Group is revamping our trade show display. As announced in our Summer Newsletter, in addition to the fiber samples, *we are expanding our offerings to include weaving yarns, dyes, and other spinning and weaving related products.*

Much like the Daily Dose of Fiber Display, SWG members are invited to provide 100 samples that we will distribute at the show. What's different is that each sample bag from a wholesale exhibitor will contain a special offer that you can only get at the show.

Pricing is for 100 bagged samples. Each lot of 100 samples must be the same product although the colorway may vary. If you wish to display more than one product, you must purchase additional lots of 100.

The cost is based on your participation level: Trade Show Exhibitors \$45 per product for 100 samples. Attending the show but not exhibiting? No problem. Volunteer to help in the booth and your price is \$55 per product for 100 samples. Not attending the show but want to send samples? Your price is \$65 per product for 100 samples. Your products can be included in the display without attending the show up to two times. This is a good way to experience the value of the display.

Everyone is invited to stop by the Spinning and Weaving Lounge on the show floor. We will have goodie bags ready to go with plenty of fresh fun samples of new product. All SWG members that stop by will be entered into a drawing for a beautiful gift basket full of new product—don't worry we will ship it to the winner!

If you have any questions, need some help cooking up enticing special offers, or would like to volunteer in the booth, please call Andrea Marquis at 412-303-4409 or email andrea@yarnsuperhero.com.

Suppliers Guide

Check your inbox for an email that was sent out at the beginning of December from TNNA with link to a the SWG Supplier Guide survey. If you offer spinning and weaving supplies wholesale and you are a member of SWG you are eligible to be listed. This resource was developed in response to multiple retail member's requests for more information about who sells what. Even if you have filled out this survey before, please do so again.



Spinzilla 2015

Liz Gipson, SWG Marketing Coordinator

Monstrous is a good word to describe both Spinzilla's success and its growth. In 2014, Spinzilla doubled its reach in terms of business and spinner participation and media exposure, and tripled the amount of yardage spun by Spinzilla spinners—**one bobbin shy of 4 million yards**—a staggering figure that shines a bright light on the art of making yarn by hand.

So starts our executive summary of Spinzilla 2014 in Review. To read a full account of this year's event, [click here](#). We are still closing the books on Spinzilla 2014 and preparing to leap into the new year.

The core of the event will stay much the same in 2015—why mess with success? The Spinzilla committee is combing through the feedback from this year's participant surveys to plan improvements in 2015.

One thing we know for sure are the dates. Spinzilla will occur during Spinning and Weaving Week, which is the first full week of October, making Spinzilla 2015 October 5 - 11.

We will have our 2015 sponsorship packages ready in time for the 2015 show. If you are interested in sponsoring this dynamic event, please be sure you are on our mailing list or contact us at sponsors@spinzilla.org.



A few of the 2014 Spinzilla photo contest winners, from top to bottom: Pimmie Schoorl, Most Creative Spinning Spot; Katrina Stewart, Best Team Photo; Dorothea Pierce and LeMoyne Seamster, Best Sheepzilla Photo Bomb. Thank you to Louet North America for providing the prizes.

Spinzilla Spins a Mighty Web

To keep up to the minute with Spinzilla, join our mailing list at www.spinzilla.org

Follow us on [Pinterest](#) and [Twitter](#) @spinzillaspins

Like us on [Facebook](#) Spinning and Weaving Group

Check our Spinzilla [YouTube](#) Channel

Join our Spinzilla [Ravelry](#) Group



SWG Membership Information

2015 Annual Dues

\$75 - Wholesale

\$25 - Retail

\$15 - Affiliate

Please consider joining SWG when you renew your TNNA membership.

If you are already a member of TNNA and forgot to join SWG, please fill out the form at tnna.org/swgjoin and mail it to TNNA.

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
- Listing in Spinning and Weaving Suppliers Guide

Current Initiatives

- Hosting Spinzilla, a consumer event held during Spinning and Weaving Week
- Creating a high profile presence for the crafts of spinning and weaving at TNNA trade shows
- Revitalizing and growing our teachers directory
- Working with TNNA leadership to increase trade show participation

For more information, visit

www.spinweave.org

www.spinzilla.org

www.tnna.org/swgjoin

www.tnna.org

Revitalized Teachers Directory

Jane Patrick,
Education Committee Chair

Education has always been a priority for our group. During last year's strategic planning process, the membership once again affirmed that supporting teachers and connecting them with students is a major part of ensuring growth in the industry.

To this end, we have worked with Guy Googins to re-develop our current teacher resource list that was established prior to the Spinning and Weaving Association becoming part of TNNA.

The saying "build it and they will come" is not always true. We have built the database and teachers can sign up for it now, but in truth is the website needs a bit of sprucing up and we need to do a better job explaining this resource to teachers and their prospective students.

Liz Gipson is joining our committee to help with this work as part of her marketing duties. We will have more information about how teachers can sign-up at the Winter show. Also in the works is a marketing plan to promote the list once more teachers have been added and the site is a bit more functional. We are keeping an eye on Spinzilla as a great way to promote this list to consumers.

Building the Customers of Tomorrow

Rita Petteys, 2013-2014 Spinzilla Chair

Do you remember the first time you saw someone spinning or weaving? Maybe you came to the needlearts as a youth through an after school group or maybe a relative taught you; or maybe it was later in life. No matter how you came to the needlearts, you quite likely remembered that first experience. The materials and resources you had then become the touchstones to you, the items that resonate with you, the SPARK that lights up when you think back to the times when you were new to your beloved passion for fiber and yarn.

The NeedleArts Mentoring Program (NAMP) is giving youth the opportunity to experience the needlearts at an early age and create a touch stone that will resonate for years to come.

In two years, Spinzilla has raised just over \$19,000 for this program. One hundred percent of the spinner's Spinzilla registration fees were donated to NAMP. **Not only did this donation work to provide physical resources to support the program's mentors and outreach, it breathed new life into the program.**

Patty Parrish, Executive Director of TNNA, had this to say about the donation: "NAMP is very appreciative of the generous contribution Spinzilla has made to our program... With the continued funding of TNNA and generous donations like this, we will engage the younger generation who are the future of the needlearts industry! Thank you Spinzilla and the Spinning and Weaving Group for your hard work and generosity!"

In light of Spinzilla's donation, NAMP took a good hard look at itself and realized that it had to make improvements to its system if it was going to effectively market and manage this resource for educators. The NAMP board met in Indianapolis in May 2014 to strategize about updating and refreshing all aspects of their program: from the internal processes of signing up new programs; ongoing communication; revamping materials for consistency; simplifying collateral materials; and making the interfaces with mentors more easy to navigate. Much of the progress to date has taken **time** not money.

Spinzilla's donation in the first year largely funded the production of the CD spindles, however, if no one knows about the program then the spindles will just sit there. NAMP's redesign of the program has another goal: to increase its reach, integrate the new disciplines of spinning and weaving, and to help the program be easier to use. This will help NAMP increase the reach of the program. It hopes to reach all 50 states in the US and double the number of youth served in 2015. In 2013, they supported 228 programs in 34 states serving 5,380 youth. They are working on their 2014 report and more details will be available at the 2015 Winter Trade Show. If you have a customer that works with youth and needs materials, but sure to tell them about NAMP. For more information, visit www.needleartsmentoring.org.



Four fifth-grade classroom at Magnolia Elementary School in San Diego, California, received CD spindles from NAMP to support a classroom challenge to see who could spin the most yarn in a day. Members of Team San Diego County Spinners Guild sponsored by affiliate member Susan Plack, volunteered to teach the children spinning. Photos provided by Susan Plack.