

COMPANY	SESSION TITLE	DESCRIPTION
Alpaca With A Twist	What's Done is Done	Using existing resources to teach and create classes.
Alterknit Ltd.	Product Alone Does Not Drive Sales; Human Experience Does	The 2011 customer who is looking for new standards in sustainability, ethical production and social and environmental responsibility. Responsible business practice can create a competitive edge.
Barrani Design Studios	New Apps for Canvas, Crewel and Counted	Revitalize your business and excite your customers with a range of innovative approaches to needlepoint, Bargello, crewel and counted work techniques.
Berroco	Norah & Cirillia: Inside Berroco Fall 2010	Norah Gaughan and Cirillia Rose show alternate views and details from the Berroco Fall 2010 collection. Learn about the techniques used, design decisions and their "design for all" philosophy.
Bo Peep Needleworks		Demonstrate how "Pretties" adjustable needles can make a knitter's life much easier while helping the yarn shop owner better control inventory costs.
Buffalo Gold	How to Sell Luxury Yarns	Presentation, shop samples, customer approach, follow-up
Classic Elite Yarns	Understanding Organic Fibers: Nettles	Besides having organic components, CEY's Verde collection yarns are beautiful. Learn of the latest component: nettles. Samples provided; models available for viewing.
Clover Needlecraft, Inc.	Double-End Tunisian Crochet in the Round Scarf/Cellphone Case	Introducing Clover's new double-end crochet hook and the technique of working in the round with more than one color thread yarn while introducing new stitch patterns.
DebBee's Designs	Creating Buzz with Counted Canvas!	Counted canvas generates excitement for cross-stitch or needlepoint customers looking for something new – here's how! Plus, a new idea for classes!
Della Q	Maximize della Q Product Sales	Do our products confuse you? Understand the differences in della Q styles and easy steps to maximize della Q product sales.
Fur Yarn by Paula Lishman	How to Host a Fur Yarn Workshop	Luxury Yarn + New Technique = Fun and Profit! Learn to teach the innovative "knit-woven" technique to make maximum use of minimum Fur Yarn yardage.
Knit happy/stitch happy	Knit happy/stitch happy Gift Market Boom	Take advantage of the upswing in the knit and stitch gift markets. See how color, display and function can boost your summer sales.
Knitcellaneous	Attract New Customers with Try-It/Dye-It	Bring new traffic to your shop! Knitcellaneous introduces Try-It/Dye-It: kits of undyed yarn, directions, pattern and marketing tip sheet.
Knitting Fever, Inc.	Louisa Harding Yarns & Designs	Join designer Louisa Harding to hear the story of how she is inspired each season by ideas, trends, color and yarns and how she interprets these into yarn and magazine collections. She will discuss how retailers can project the designer story within their stores.
Kollage Yarns*	Kollage College	TBD

Kreinik Mfg. Co., Inc.	Make Mine 3-D: 10 Hot Ways	Join the ambicrafting revolution! Push the trend with techno-savvy Holographic threads. Kreinik offers you 10 cool ideas using 10 great techniques.
Lantern Moon	TBD	TBD
Lorna's Laces	Creating Color: Designing Profits	Let Lorna's Laces help you create an event around a custom color for your shop! Your clients will "dye" to get their hands on that exclusive shade.
Martingale & Co.	Proven Strategies for Boosting Sales	Get practical sales and marketing tips! Freshen the look of your shop, be a savvy marketer, provide value and make your shop the place to be.
Nature Buttons	Great Buttons Finish Great Knitted Pieces!	In this seminar we will examine how great button choices can elevate even a mediocre piece and how poor button choices can ruin almost any project!
Original Creations/MJP Designs, LLC	Never Use a Lightbox Again	If using Transfer-Eze(TM), just copy, peel, stick, stitch and rinse away. Great for embroidery, cross-stitch, punchneedle and more.
Schaefer Yarn Company	Bageling Your Yarn with Style and Ease	Ever get a lovely skein of handpainted yarn, have a customer unwind it and never have it look as good again? Come learn how to "bage!" it like a pro!
Schaefer Yarn Company	Patterns That Make Great Classes	Laura Nelkin, design director at Schaefer Yarn, designer/owner of Nelkin Designs and teacher discusses how to choose patterns that make great classes.
Skacel	Making Better Use of Your Sales Rep	Learn how to make the best use of your Skacel Fiber Consultant. They are a valuable tool that each shop has access to. Find out how to increase sales w/your rep's assistance!
Soho Publishing	New With Nicky!	Meet designer Nicky Epstein as she shares garments from her latest titles, highlights her new accessory line and provides candid tips on how you can wow your customers with her trunk shows and dynamic live workshops.
Soho Publishing	Trend Spotting: Fashion & Color Trends for Fall 2010	A comprehensive overview of the major fashion trends for Fall 2010, in particular how they relate to knitwear. As well, there will be a summary of the major color stories along with a handout for participants.
Stitch Cooperative	High-End Crochet in Your Shop	Learn to select yarns, stitches and hooks for fabulous crochet that rivals knits in drape, fit and sophistication. Create eye-catching swatches to lure knitters into the beauty of crochet.
Tahki Stacy Charles, Inc.		How to double your Fall sales. How to create sales and excitement with the new Fall fashion yarns.
Voila!	Unique Finishing Ideas for Belt Canvases	Using belt canvases for fashionable styles of belts, sandals, bags, headbands, bracelets, key fobs and more.
Westminster Fibers	F/W 2010 Trends: Rowan, Gedifra, Nashua Yarns	Presentation of Fall 2010 trends, inspiration and designs for Rowan, including Amy Butler for Rowan, Gedifra, Regia and Nashua Handknits

Y2Knit	What to Knit	Learn to guide customers to patterns that flatter their bodies, that they will love knitting and that will bring them to your shop again and again.
Y2Knit	Patterns That Work For You	Use patterns and predesigned class worksheets to create profitable classes that will bring knitters back for more. You pick the yarn and get the signups.
Zealana/ YarnSisters	Making the Most of Trends Towards Natural	Slide show and discussion on how shop owners can maximize sales by focusing on trends in natural and exotic fibers, organic yarns, "green" yarns; plus the conservation element.