Becoming a Certified *Shop*

The Quiltworx certification programme in Europe, coordinated by Ada Honders

A WORD FROM QUILTWORX

Thank you for your interest in becoming a Certified Shop for Quiltworx in Europe. This guide gives you a detailed overview of what becoming certified involves. Since 2010, we have been certifying shops that are dedicated and avid followers of our company. These shops commit themselves to completing many Quiltworx designs, attending a wide range of workshops, and bringing that knowledge back to their local communities, promoting Quiltworx products with an extra level of knowledge because of their direct connection with our company.

Quiltworx has a worldwide certification programme, with Certified Shops in the United States, Canada, the South Pacific and continental Europe, and Certified Instructors in all those regions as well.

Our programme has evolved significantly over the years, not only in size but also in the requirements for training. This is primarily due to Judy's evolving responsibilities in the company. Our inventory of patterns has also grown beyond any one shop's ability to do or offer it all. As a result, we teach our shops not only how to make, market and produce kits for each quilt, but also how to see our inventory as a whole, for the benefit of the student.

The latest updates to our programme reflect the current conditions of the quilting industry, our role as a training programme and pattern design company, and the requests we receive from customers. Please read this guide thoroughly before you decide whether to pursue certification.

Quiltworx

BEFORE ANYTHING ELSE

What certification means

- Most Quiltworx patterns are open to every teacher. You don't need a certificate to use them in your classes and workshops.
- The exception is the Technique of the Month. To teach these quilts, you need a certificate for each one. Quiltworx introduces a new Technique of the Month every two years.
- Certification also brings you a listing on Quiltworx.com and a number of professional benefits, which you will find at the end of this guide.

No Quiltworx classes in your shop yet? Ada is glad to talk with you and help you on your way, from your first portfolio project to your certificate. Get in touch, whatever stage you are at.

THE ROUTE

Certification at a glance

1 **Before you start.** Check the prerequisites below and get in touch with Ada.

2. **Build your portfolio.** Make at least 2 different Quiltworx quilts, show all eight techniques, and host 3 workshop days with a Certified Instructor.
3. **Check in with Ada.** Ask Ada for advice at any point. Your portfolio doesn't need to be complete before the training; Ada decides when it is ready.
4. **Certification training.** At one of Ada's 9-day Specials you start the current Technique of the Month quilt, and finish it at home if needed.
5. **You're certified.** Once Ada has approved your portfolio and your quilt, you are listed on Quiltworx.com and receive the benefits of the programme.

↻ **Every year.** Teach at least 12 days, keep your calendar up to date and pay the fees.

↻ **Every two years.** Come back for the new Technique of the Month quilt.

Rules to keep in mind. You need an approved portfolio, the finished Technique of the Month quilt and 3 workshop days with a Certified Instructor to be certified. Miss two Techniques of the Month in a row, and you lose all your certificates. Certification costs US$475 a year plus US$99 for Quiltster, paid to Quiltworx.

STEP 1 AND 2

Prerequisites

Before you can be certified as a shop, you need the following:

A portfolio: at least 2 Quiltworx quilts, and all eight techniques

Make at least 2 different Quiltworx quilts for your shop, quilted, bound and labelled, chosen together with Ada. Projects that are not quilts, such as table runners or placemats, don't count towards these two, and neither does the Technique of the Month. Your portfolio also needs to show each of the eight Quiltworx techniques (see "Your portfolio" below).

Why: customers should be able to walk into your shop and see straight away that you have given Quiltworx both space and time. Samples on the walls show that you care about the product and understand what you are selling, and that you are a Quiltworx fan who wants your customers to be one too.

Timing: your portfolio doesn't need to be complete before the certification training. Ada decides when it is ready.

At least 3 workshop days with an existing Certified Instructor

Host at least 3 days of workshops in your shop, taught by a Certified Instructor. The days don't have to be consecutive.

Why: regular workshops are key to the success of Quiltworx products in your shop. Many shops have talented in-house teachers, but bringing in a Certified Instructor is required: it gets your customers excited about Quiltworx, and our instructors bring as much expertise as Judy would if she visited your shop. You can't do it all, and a relationship with a Certified Instructor is a great first step.

Online presence

An active Facebook account, a website with a webshop, and a published workshop programme.

Why: Technique of the Month courses can bring you students from much further away, even from abroad. They need to be able to find your shop online and see what you offer.

Teaching experience

Gain teaching experience with the many Quiltworx patterns that don't need a certificate. They also give you the start of a class programme. Visit shows and exhibitions, and give demonstrations and classes. You also need to show that you can teach a group; this is practised during the certification training.

What to cover in your classes

It is always a good idea to demonstrate and go over the following in class:

- A demonstration of every technique in the pattern
- Special hints that may not be in the pattern
- Tools
- A glossary of common terms
- Finishing your quilt
- Choosing fabrics with your students

STEP 2

Your portfolio

Your portfolio does two things. It contains at least 2 different Quiltworx quilts, and it shows each of the eight techniques below. Your two quilts will probably cover several techniques already. You can show the others with smaller projects, such as a table runner or placemats.

The projects in the table are examples: you can use other Quiltworx patterns too, in consultation with Ada. Projects marked "not a quilt" count for the techniques, but not as one of your two quilts. There is no right or wrong choice, so make what you enjoy. The more you make, the wider the range of classes you can teach.

	Technique	Example projects
1	**Flying Geese in circles**	Suncatcher Table Topper JNQ00275P18 not a quilt Skipping Stones JNQ00275P17
2	**Leaves and Veins (Flower Stem)**	Tea Time Placemats JNQ155P not a quilt
3	**New York Beauty**	Milk Thistle Placemats JNQ00275P16 not a quilt 10x10 Glacier Star New York Beauty JNQ-10X10-021 not a quilt
4	**Wedding Ring**	Wedding Star Table Topper JNQ00211P1 not a quilt Diamond Wedding Star JNQ00238P1
5	**Curved Piecing**	Fairy Wings JNQ00268P29 not a quilt Fields of Aster JNQ00252P10
6	**Log Cabin**	The Beach House JNQ177P3

	Technique	Example projects
7	**Using Strip Sets (48 strips)**	2.5-inch strip sets made specifically for Quiltworx projects. They can be used in: The Beach House JNQ177P3 Fractured Star JNQ00213P1 Sparkle JNQ00281P3 Riptides JNQ00275P13
8	**Appliqué (Stitch-n-Peel)**	Poinsettia Bouquet JNQ00242P5 Cattails in the Meadow JNQ00242P9 Valley Blossoms JNQ00264P11 Royal Iris JNQ00268P28 Pocket Full of Posies JNQ00275P14

The Technique of the Month quilt is not part of your portfolio. A new Technique of the Month comes out every two years, and for each certification you make its Queen cover version (quilted, bound and labelled), starting during the training.

STEP 3 AND 4

Checking in with Ada, and the certification training

- You can ask Ada for advice at any point. Your portfolio doesn't need to be complete before you register for a certification training: you can finish the last pieces afterwards.
- Ada decides when your portfolio is ready. Once she has approved it and you meet the other requirements, you receive your certification.
- The certification training takes place during one of Ada's 9-day Special retreats at the Patchwork Promotions Quiltworx University for Europe. Dates are published in the retreat programme on patchworkpromotions.eu.
- During the training you start on the current Technique of the Month quilt in Queen size. You can finish it at home. Once it is quilted, bound and labelled, show it to Ada: you need the finished quilt for your certificate.
- Teaching a group is practised during the training.
- The shop owner is the one who gets certified, so the owner takes part in the training.
- Would you like to teach earlier Techniques of the Month as well? Join a 9-day Special and make a Technique of the Month of your choice.

EVERY YEAR AND EVERY TWO YEARS

Staying certified

- Every two years Quiltworx releases a new Technique of the Month. Come back for an in-person training with Ada to make its Queen cover quilt, and add its certificate to your collection.
- **You may skip one Technique of the Month. If you miss two in a row, you lose all your certificates, and with them your certification.**
- Keep your events calendar and profile on the Quiltworx website up to date.
- Teach at least 12 days a year.
- Use the Slack channel and Dropbox for all communication.

Annual certification fee	**US$475 a year**
… if your events calendar was kept up all year (US$25 discount)	**US$450 a year**
Quiltster account	**US$99 a year**

Both fees are paid directly to Quiltworx, not to Ada. The annual fee covers your listing on Quiltworx.com and the benefits below.

AFTER CERTIFICATION

Benefits of being a Certified Shop

- Wholesale purchasing through Quiltworx
- Listing on the Quiltworx.com Certified Shops page for Europe
- Access to the Quiltworx Certified Programs Slack channel for company and product news
- The right to teach the Technique of the Month quilts you are certified for. The patterns are only sold together with a course or retreat, never on their own.
- Up to 8 free patterns a year, if you meet the minimum programme requirements
- 25% off digitised quilting designs

If you believe you have the time, commitment, interest and passion to make Quiltworx part of your shop, Ada would love to hear from you.

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