Congratulations to these Winners from the 2016 Winter Trade Show in San Diego

**BEST NEW PRODUCT**

1st Place: Threedles
2nd Place: Knitted Wit
3rd Place: Accoutrement Designs

Also Awarded were the Booth Awards

**BEST SINGLE BOOTH DISPLAY** – Doodlin’ Around Design

**BEST MULTIPLE BOOTH DISPLAY** – Painted Pony

**MOST CREATIVE BOOTH DISPLAY** – Delicious Yarns

Booths are judged on the following criteria:

- Creativity and originality
- Use of your product and images in your booth design
- Booth staff’s enthusiasm, friendliness and interaction with attendees
- Overall appearance and experience
- Ease of access, navigation and overall use of the floor space
- Use of copy and signage to communicate company branding and product messaging
At its heart, TNNA is a group of people who have a love and passion for the needlearts. We’re people who love string – and we’re people who can work together to grow and prosper our industry. I’m excited to announce that plans are underway to explore ways in which TNNA can be more of a trade organization, rather than just a tradeshow organization. TNNA is looking for ways to provide additional value to your retail business, your wholesale business, and to our affiliates. We’re also looking at ways to serve the other valuable members of our industry who currently aren’t part of TNNA.

MEMBERSHIP VALUE IS CRITICAL TO TNNA’S SUCCESS

EDUCATION - TNNA just launched its first educational webinar series last month. Education is a critical component of membership value that - until now - we could only offer at our trade shows. Our webinars are now designed to reach our wider membership audience. Check them out at www.tnna.org/Webinars. Let us know at info@tnna.org what topics you would like to hear about.

TRADE - The state of trade and the way business is done is continually changing. TNNA needs to be a source of information for our members in order to help them learn how to better participate within our industry. The TNNA Board of Directors has committed to working to define membership needs and industry needs so that we can create a true 365-day-per-year membership value.

REVENUE - In 2016 the TNNA Board of Directors is looking for new revenue streams that will provide programs and services to our members without having to further tax membership.

ONLINE TRADE SHOW - We’re launching our first online trade show in August 2016. We’re going to start slow with an in-house format and see where we should go from there. We’re excited about this new opportunity and about the fact that it has tremendous potential to be offered in additional formats in the years to come.

STATE OF THE INDUSTRY - The 2016 State of Specialty NeedleArts Survey is well under way, and I encourage you to participate in all the ways you can. Many members are consumers as well as wholesale or retail members of our industry. Join us in DC to get a first glimpse at the results.

Join me in finding ways to grow TNNA and the needlearts industry. We can do more together than apart!
A Message from Your Executive Director

When I moved back to Ohio, I developed a new appreciation for spring. The gray of winter suddenly gives way to bright blue skies, green plants, and beautiful flowers; and you can’t help but find yourself with an actual spring in your step as you finally begin to venture outdoors. It’s easy to get the blues in winter – to have the feeling that the cold weather is going to last forever. I think that’s what makes spring that much more remarkable: just when you’ve given up; there’s hope – you can hear the birds singing, and it’s warm enough to have your morning coffee on the patio.

Sometimes it can feel as if TNNA is in the midst of a long winter, and it’s easy to focus on the gray skies: membership and attendance at events are down, retail shops are closing, wholesalers are taking fewer orders ... the list goes on. However, I believe TNNA is preparing for its own spring, and because of this it’s a really exciting time to be a part of the association. First, we have the TNNA board, a dedicated group of forward-thinking people committed to needlearts and to the association. They’re working hard to grow the needlearts industry, taking into consideration where we are now and where we need to go in the future. Then there’s the TNNA staff – this team is a joy to work with! They’re committed to giving this association their best, and they’re constantly coming up with new ways to improve the experience for our members, whether at our events or through every phone call or email. Finally – and most importantly - there’s you, our members. We want you to know that whether you’ve been a member for years or are new to TNNA, you make this association amazing!

I believe in all that makes TNNA great: the board, the staff, and the members. I’m excited to watch as we all work together to bring about our own spring. We have so many new and exciting things coming up in 2016 – online webinars, the Summer Show in Washington, D.C., the TNNA Online Show ... and we’re just getting started. We can’t do it without you. Join us and get involved – attend the events, join a segment group, join a committee, help us recruit new members, and be a mentor to new members. If you need more information on any of the above, please reach out to me (hbibler@tnna.org) or anyone on our staff (info@tnna.org). We would love to hear from you!

Holli Bibler
TNNA Executive Director
A Message from the Yarn Group Chair

After a great winter show in San Diego, the Yarn Group got right back down to business. In addition to planning for the upcoming TNNA show in Washington, DC, we’ve been working on a number of new Yarn Group initiatives to help your business grow!

I just returned from STITCHES West, which was a great opportunity to talk to a number of wholesale and retail members as well as potential members. XRX kindly donated TNNA a booth, and we spent the weekend signing up a number of new affiliate members, both designers and teachers. We also signed up a few new wholesale members who had been considering membership but weren’t sure if it was right for them. We spent the days answering questions about the upcoming show and handing out tons of information about NAMP, TNNA’s wonderful free mentoring program. It was a fun, yarn-filled weekend, and we hope to continue attending the STITCHES shows. It’s a great opportunity to reach out to the craft community. Other than my impulsive purchase of a cross stitch kit from newly minted TNNA member Frosted Pumpkin Stitchery, the best part of the weekend was being able to talk to the public about the work TNNA does. Many consumers attending the show hadn’t heard of TNNA—it was great to be able to tell them that we’re similar to a crafting chamber of commerce, and if they ever consider a career in the needlearts, TNNA is the first place they should come. It made me proud to be a part of such a strong industry and organization.

The Yarn Group website is in the process of getting an overhaul from knitter and web designer Carrie Bishop and from TNNA’s resident IT pro, Guy Googins. Based on results from our Yarn Group survey, we’re building a searchable database for Yarn Group members, a members-only forum for private discussions, an events calendar, an easy-to-search blog and newsletter archive, and a classifieds listing. We should have a beta version ready in a couple of months. We’ll be looking for a diverse group of beta testers, so stay tuned for more info on that in the months to come.

Another item that came out of our Yarn Group Meeting in San Diego was a request for a closed Facebook group. I hope that the forums on yarngroup.org will serve as a place for sensitive business discussions, but I do recognize the need for a more casual group for the exchange of ideas. I’m not opposed to starting and facilitating this group, but I would like to ask for two volunteers to serve as group administrators and to assist in the writing of rules and guidelines for both the Yarn Group forum and a Facebook group. Please email yarngroup@tnna.org if you’re interested.

Another Yarn Group project that stemmed from our meeting is an ongoing effort from Jocelyn Grayson, Betsy Perry, Kathy Elkins, and me to develop a program to encourage new knitters. We’ve all seen the articles about how knitting is great for your health: knitting reduces stress, improves concentration and memory, builds community, and eases the effects of depression—knitting can help with so many aspects of our well-being. Our group of volunteers is developing a program to encourage and incentivize knitters to bring new people into the craft. After all, education is at the heart of the mission of TNNA.

As part of this effort to bring new people to the craft, TNNA has been working on a very exciting redesign of the popular How-To series. Kate Gagnon Osborn and I have been working to edit for clarity and content both the knitting and crochet How-To books, a job that has needed to happen for some time. Be sure to keep an eye out this year for the release of the newly updated books! They’re a great teaching tool for your shop, community center, or after-school program, and they are available to TNNA members.

We’re currently working on programming for our upcoming show, including updates for the fashion show, Sample It, and our Yarn Group lounge. We’ll also have a quest-like activity for attendees and vendors. We’ll be sending information regarding all of our show initiatives shortly. In the meantime, to get the latest info on the day-to-day goings on, be sure to follow TNNA and Yarn Group on Facebook and Twitter! Not only will you find news relevant to upcoming shows, you’ll find business articles to help you stay on track and fun needleart info to share with your customers on social media.

Courtney Kelley
The Fibre Company
Yarn Group Chair
The Spinning and Weaving Group (SWG) would like to thank Cheryl Nachtrieb for the time and energy she gave as chairperson of the SWG Leadership Council. Rita Petteys will be taking over for Cheryl and will be working to help SWG move forward with our goals and initiatives, including Spinzilla.

Mark your calendars—the countdown has begun! Now in its fourth year, Spinzilla will take place October 3-9, 2016. Sponsorship sign-ups for Spinzilla are going on now; this is your opportunity to become a sponsor of Spinzilla—we need your support. For more information, please contact sponsors@spinzilla.org.

SWG is making plans for the TNNA Summer NeedleArts Trade Show in Washington, DC. We’re so excited! SWG will again have a robust booth to promote spinning and weaving. If you’re a vendor at the show or are planning to attend, please participate in our SWG bingo. We know that SWG bingo was a successful promotion at San Diego that resulted in retailers visiting vendor booths and placing large orders. To learn more about participating, contact andrea@yarnsuperhero.com. Vendor SWG bingo spots are limited!

Spinzilla spinners, ROAARRRR! Spinzilla 2015—the third year of the event—saw more than 1,700 spinners take part. Thanks to our sponsors and TNNA, every penny of spinner registration went to the Needle Arts Mentoring Program (NAMP). The money provides spindles with fiber and looms with yarn to children’s groups. The big check this year was for $17,700, making the three-year grand total $36,880!

Cheryl Nachtrieb and the Spinzilla crew (Liz Gipson, Andrea Marquis, and Constance Hall) presented the check to NAMP representatives Barbara Bergsten and Carol Gantz at the 2016 winter TNNA show in San Diego.
I would like to thank all the members of the Counted Thread & Embroidery (CTE) Group who came to the winter trade show in San Diego. While the turnout was low, we had a great time! The weather wasn’t perfect for southern California, but it was nicer there than it was back home.

The CTE Group is looking forward to the Washington, DC, summer trade show. We’re planning a trip to the Textile Museum at George Washington University, and we’re opening this trip to all members of TNNA. More details will be available closer to the show. We hope you’ll take advantage of the new venue in Washington.

A banner for the CTE group has been started and is traveling to other members for additional embellishment. If you’re interested in helping, please contact me at penny@ewecount.com, and I’ll put you on the list.

Penny Franz
Ewe Count
CTE Chair

Calling All Needlepoint Group Exhibitors!

Following up on the Needlepoint Group meeting in San Diego, we’re going to move ahead with a video from the show floor in DC this June.

I hope that everyone agrees that we need to promote our segment! Participation in this video will be strictly voluntary and will promote what’s new and exciting at the summer show. It will not compromise pricing or other sensitive information. This is a promotional opportunity for wholesale and retail alike, and we hope to reach the end user to create excitement that translates into greater sales. It’s not an attempt to replace buyers attending the show!

Let me know if you would like to be a part of the video. Please email me at Melissa@melissaprincedesigns.com if you would like to participate or have any questions. Details are being worked out and will be sent by email to the group in April, but I’d love to hear from you now.

Melissa Prince
Melissa Prince Designs
Needlepoint Group Chair
Update from the Retail Council

The TNNA Retail Council is busy finalizing classes for the Washington, DC, summer trade show this June. There will be classes for all segments of the needlearts industry. The Building Better Business (BBB) classes will continue; we’ve secured business experts from outside our industry to be presenters in both the BBB tracks. Based on the submissions the council has received, we believe this will be one of the best educational program offerings ever.

We continue to publish Smart Bytes, which contains valuable information and tidbits pertinent to all segments of the needlearts industry.

The TNNA Retail Council represents you. Please contact us if you have questions, suggestions, or testimonials. We want to hear from you!

Bobbi Kreb, EdD
Retail Council Chair

Working With the Business and Creative Services

A few years back, the Designer/Teacher section began a discussion of its needs and wants and its charter within TNNA. Those in attendance voted to broaden that charter.

The Business and Creative Services section now encompasses all those who provide creative and business services to the needlearts industry. It includes authors, bookkeepers/accountants, copy editors, designers, fiber artists, finishers, graphic designers, illustrators, marketing specialists, photographers, teachers (business-to-business and consumer), technical editors, website developers, and those in video production. When your business needs these services, wouldn’t it be wonderful if you could hire someone already familiar with the needlearts industry?

Imagine the benefits if your website designer knew needlearts products, if you could outsource your social media to someone who understood the yarn and canvas customer, or if you didn’t have to explain your collateral needs in great detail to a graphic artist. When you need the services of professionals like these, look no further than the members of TNNA’s Business and Creative Services section.

Look for some exciting ways to get to know the members of BCS at the TNNA Summer NeedleArts Trade Show in Washington, DC.

MANUFACTURER & MANUFACTURER REP

Our Manufacturer/Rep meetup and Rep meetings went well, with a great breakfast and a good turnout. Lots of connections were made between vendors and experienced sales reps.

In San Diego at the Winter Trade Show we had a panel of four (4) retailers and the topic was “What Makes a Good Rep?” Our retailers shared a lot and answered many important questions, like:

- How best to set appointments and preserve everyone’s precious time
- What kind of updates and samples do they expect
- How should we as reps best write up orders and follow up
- What kind of time limits on our visits do they prefer

All these things and more, and judging from the reps on the edges of their seats, we could have picked their brains all day! We plan to turn the tables and have “What Makes A Good Rep?” with a panel of vendors in Washington DC.

Looking forward to seeing everyone in Washington DC!

Heidi Sunday
3 Lessons in Millennial Marketing from Taylor Swift

By Eden Ames
American Marketing Association

Marketers can pick up a trick or two from Taylor Swift when it comes to targeting millennials. According to Entrepreneur, Taylor Swift’s immense success results not only from her musical talent but also from how she markets herself to her fans. Entrepreneur sums up three of T-Swift’s best marketing practices for marketers looking to reach highly-prized millennials in their campaigns:

1) FOMO – The “Fear of Missing Out”

It may sound like just a silly acronym, but the FOMO— fear of missing out— is very real for the millennial generation. One method of inducing FOMO, used to full effect by Swift, is to issue limited-edition releases which induces a sense of exclusivity. Taylor Swift’s latest album 1989 included personal fan-addressed photos and messages leading to the fastest climb to $5 million in record sales within more than a decade. The added perk of a chance to win a meeting with Swift increased its value even more.

Marketers striving for similar success need to create products, services and events that employ FOMO. Tactics for limited release and personalization will increase the value of your offerings, especially if they already attract wide interest from targeted audiences.

2) Appreciate your audience.

Appreciation goes far when it comes to fostering brand relationships. For Taylor Swift, this is no secret. Her frequent and heartfelt interactions with fans solidifies the pre-existing bond established through her music and celebrity persona— and the fact that it feels authentic also helps significantly. While inviting fans over for private pre-listening and feedback sessions definitely didn’t hurt her image, Swift effectively leaves the impression that her fans come first in these personalized connections.

Brands should follow suit in their efforts for customer appreciation. Certainly customer acquisition has its place in a company’s marketing efforts, but appreciation can be just as important. Taking after Taylor Swift, brand managers and marketers should ensure that customer appreciation is sincere and meaningful.

3) Create unique experiences.

According to a Harris study, 78% of surveyed millennials would rather spend money on an experience or event than on tangible products. The preference for experiential wealth over possessions has no doubt been harnessed by Taylor Swift and her concert tours. According to Entrepreneur, her 1989 World Tour gave attendees a unique experience for each concert with over 38 guest performers like Selena Gomez and even The Rolling Stones.

Fans don’t buy just a concert ticket from Taylor Swift, they buy into her world. They join an inner circle of like-minded peers who share in a unique experience they can always look back on.

Brands that can create valuable, unique and memorable experiences the way Taylor Swift does are on the right track. But behind every tactic, it is important to remember that millennials respond to authenticity. Ultimately, strategies that employ FOMO through appreciation or experience must be born out of more than an agenda to simply promote sales. Instead, brands who achieve the greatest success will be the ones that can establish a sense of community among like-minded audiences.
Online Shoppers Still Like Stores

By Tim Feran
The Columbus Dispatch

Here’s an interesting statistic: While online sales took a bigger portion of holiday sales than ever, 91 percent of holiday shoppers made purchases in a physical store.

Lest anyone think that this statistic, taken from a study by the International Council of Shopping Centers, suggests that consumers are about to toss their computers and phones when shopping, think again.

“The story is now one of a shopper getting the best of both worlds, using online research and capabilities to inform physical purchases,” said Tom McGee, president and CEO of the shopping centers council, in a statement with the report.

Even so, “the American consumer has sent a clear message that the physical store remains at the epicenter of the shopping experience,” McGee said.

Well, yes and no.

Consumers aren’t going to every old brick-and-mortar store. They’re going to stores that provide more than just a bunch of merchandise, said Lee Peterson, an executive vice president at WD Partners, a Dublin-based retail-consulting company.

“What makes a brand so great is great stores, great associates and obviously product that you can touch and feel,” Peterson said. “All those things kind of got lost in the big box shuffle.”

The so-called big-box or warehouse stores — think Wal-Mart, Target and Staples — had their heyday from the late ‘80s through the start of the Great Recession.

“Pre-Internet, they did good business just by putting stuff on shelves,” Peterson said.

But once the Internet came along as a way to buy things, it began to eat away at the warehouse store.

“At the end of the day, a warehouse (store) is the same as e-commerce. Why would I go there when I can just go online?” Peterson said.

For retailers to survive and prosper in today’s world, they need look no further for a good example than the Morse Road headquarters of L Brands, parent of Victoria’s Secret and Bath & Body Works.

Leslie H. Wexner, founder of the company, “is always looking to upgrade stores. He’s always looking for the best associates,” Peterson said. “They’re expert in developing their own brands, so Les doesn’t have to worry about being undersold (because) nobody is selling what he is selling.

“None of those things were done by big-box stores.”

PAYING ATTENTION

The recent news about shoplifters taking a record amount of merchandise drew some interesting responses, including one from Josh Quinn, co-owner of the Short North shop Tigertree.

While thefts around central Ohio shops were up last year, Tigertree was an exception. “We actually saw a decline (in 2015) as compared to (2014),” Quinn said.

How can that be? Mostly just by paying attention.

“We were seeing a change in the wrong direction over the past couple of years, so we invested in a better camera system that gives us more eyes and has a much higher resolution than our old system,” Quinn said.

And, Tigertree staff members have been trained to deal with theft and to be aware of signs of a potential theft.

Other merchants in the Short North have taken a similar approach, investing in better security cameras, keeping alert and sharing information about suspects.

That community aspect “is a huge benefit to small business in a way big-box stores don’t get,” Quinn said. “While I think most everyone agrees shoplifting is bad, I don’t think most people feel it the same way if Target or Best Buy gets hit as if Tigertree or Rowe does. We have caught a lot of people by posting pictures and just asking ... ‘Who is this?’

Of course, as the owner of a small business, Quinn can be much more hands-on with the problem than a CEO of a huge chain.

For example, in one incident, a thief “was coming in to pick up an express order he bought with a stolen credit card, so I wrapped up a box of garbage and took his picture when he came in to pick it up so we would know who he was,” he said.

While that case was left up to law enforcement, Quinn notes that he has “personally chased several (shoplifters) for blocks through Downtown to get merchandise back.”

GETTING SCHOOLED

After Express raised its predictions for fourth-quarter and full-year earnings on Tuesday, the Columbus-based fashion retailer might have expected to see Wall Street applaud via stock price.

Instead, Express shares dropped more than 3 percent that day.

At an investors conference the same afternoon, David Kornberg, president and CEO, mused on the stock market’s mysterious ways.

“I feel like the kid who comes home with report card full of all A’s and his dad whacks him because he didn’t get an A-plus,” Kornberg said.
Love Your Customers... and the Money Will Follow

From WhizBang! Training

THE GOOD NEWS FOR RETAILERS.

There has never been a better time to be a specialty retailer. The Boston Globe recently published a study with some very good news for us. They polled consumers and found that more than 85% of people preferred to shop at their local stores.

It’s true – customers want to shop with you! You have a face, you can remember their names and what they like to buy, you can make them feel special.

THE BAD NEWS FOR RETAILERS.

The bad news is that your customers don’t have to shop with you. Anyone with a credit card and a computer or a telephone can sit at home in their old bathrobe and bunny slippers and buy absolutely anything – 24 hours a day, 7 days a week, 365 days a year. And, of course, there are the ever-present Wal-Marts and other “big box” superstores of the world giving you a run for your money!

In short, there are outstanding opportunities for store owners today, but you had better deliver the goods. If you don’t get good customer service tips someone else surely will and your customers will just quietly slip away.

I know of only one sure-fire, never-fail, super-profitable strategy for battling the big boys. Always put your customer’s wants, needs, and desires first.

LOVE YOUR CUSTOMERS...

What is good customer service in retail? Marketing genius Jay Abraham puts it this way, “The secret to success is to fall out of love with your product, service, or store, and fall in love with your customers.’ I call it “The Big Switch.”

When you make “The Big Switch,” all your business decisions suddenly revolve around what’s best for your customers, not what’s most convenient for you. Your store hours will fit your customer’s schedule, not yours. Your product assortment will reflect what you customer likes, not what you like. Your store policies will be written with your customer’s best interest in mind. Your return policies will be generous, and not restrictive. Your staff will be thoroughly trained so your customers get the same great service from everyone in your store that they get from you. The list goes on and on, but it all starts with making “The Big Switch” and looking at everything you do through the eyes of your customers.

When you make “The Big Switch” you will stop looking at your customers as a single transaction, someone standing at your register with a credit card in their hand, and start looking at your customer as a person with whom you have a deep and meaningful long-term relationship. That person in front of you with a credit card is not a transaction, it is someone who, if you nurture your relationship properly, will bring you thousands of dollars of business, will send their friends to your store, and can make a significant contribution to the success of your business.

... AND THE MONEY WILL FOLLOW.

Here’s a good retail customer service tip: When you love your customers, the money will follow. By putting your customer’s needs, wants, and desires first, you will dramatically increase the “lifetime value” of that customer - the total amount that person will spend with you over their life as your customer. When you love your customers and nurture your relationship properly, they will shop with you more often, spend more each time they shop, stay with your company more years, and send their family, friends, and colleagues to your store.

Let me share my personal “Ah Ha!” experience with you – the moment when this strategy was permanently embedded in my brain. I was working on the sales floor of my store, the Mackinaw Kite Co. (a kite and toy store) helping a young-ish grandmother pick out some gifts for her five grandchildren. Always one to do a little market research when the opportunity presented itself, I asked her how often she would be shopping for gifts for her grandchildren. I thought I was asking about the number of times a year she shopped, or on which holidays she shopped for gifts.

But her answer stopped me dead in my tracks: “FOREVER.”

Of course! She would indeed be shopping for gifts for her grandkids forever. Now, my eyes must have glazed over as my mental calculator started whirring. She had five grandchildren, and there were at least three gift purchases a year that I could count on (birthdays, Christmas and Easter), and our average sale was about fifty dollars... that’s $750.00 a year. And she would probably be buying gifts for at least another fifteen years. In an instant, this woman was worth nearly $12,000.00 to me, not just the $29.99 she was plunking down at that moment.

I knew then that I had to do everything in my power to love this customer and keep her coming to my store for as long as she was buying gifts for her grandchildren. My goal? A customer for life.

My challenge to you today is to make the “Big Switch.” Fall out of love with your product, service, or store and fall in love with your customers. Thats what good customer service in retail is. Make it your goal to create customers for life. We’re all in business to make money, and the surest way to make money is to love your customers. Remember, love your customers and the money will follow.
The TEN Award recognizes individuals who represent, or have represented, the finest in the needleart industry and who personify and uphold TNNA’s Mission Statement. The annual TEN Award will be presented at the 2016 Summer Show in Washington DC.

MISSION STATEMENT: The National NeedleArts Association advances its community of professional businesses by encouraging the passion & leadership for needlearts through education, industry, knowledge exchange, and a strong marketplace.

NAME OF NOMINEE: ___________________________________ COMPANY: ________________________________________________________

COMPLETE ADDRESS: ____________________________________________________________________________________________

PHONE: __________________________ E-MAIL: ______________________________________________________________

Explain why you feel this person deserves TNNA’s TEN Award, mentioning TNNA service, industry, and professional contributions. Please go into as much detail as you can and include supporting paperwork as necessary. (Please print clearly, provide separate sheet if necessary.)

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YOUR NAME: ___________________________________ COMPANY: ______________________________________________________________

PHONE: __________________________ E-MAIL: ______________________________________________________________

RETURN TO: TNNA Headquarters by April 8, 2016. KEEP A COPY OF THIS FORM FOR YOUR FILES AND MAIL, FAX, OR EMAIL TO: TNNA, 1100H Brandywine Blvd., Zanesville, OH 43701 | Fax: 740.452.2552 | jclegg@tnna.org
We are excited to offer the first-ever TNNA Online Trade Show August 24-28, 2016. This web-based event will offer needlearts suppliers the opportunity to connect with shop owners without the expenses of traveling. And shop owners will discover new products to add to their inventory for the upcoming holiday shopping season.

Make plans to join us for this exciting event to connect with your customers!

For more information and to see a sample listing head to our website at tonna.org/OnlineShow