

On the Move...

by Brenda Petrow

In October 2009, staff AND customers helped Kathy Edwards, owner of QuiltsPlus in Kalamazoo, move from Westwood Plaza to the shop's new location at 3314 Stadium Drive. It's not the first time QuiltsPlus moved. What started as a home-based quilting-instruction business soon moved to its own location in Plainwell. In 1995, the shop moved again... this time to the first of two locations in Westwood Plaza. Kathy wondered what she was going to do with all of the space. It took only four short years to fill it! The new space on Stadium Drive offers increased visibility. Kathy has talked to customers from Connecticut and Florida in recent days.

The "Plus" in QuiltsPlus is no accident. Shoppers will find fabrics and patterns for wearables (jackets, among others), purses, totes, home dec, kids' projects and classes in the summer. Laminate fabrics waiting to be cut and stitched into totes and Amy Butler rain gear (<http://amybutlerdesign.com/>) are new arrivals.

Speaking of classes, quilters - novice to advanced - will find a class to their liking. Kathy and her staff of nine offer classes Monday-Saturday, daytime and evenings. Most of the project-driven classes last for four weeks, although the beginning quilt class, *Start Quilting*, is six weeks in duration. Novice quilters will learn quilting basics, including how to use the various "tools of the trade" and will complete a project they'll want to show their friends. Want to take a QuiltsPlus class? Call the shop at 269-383-1790 or send Kathy an email at quiltspluskazoo@hotmail.com. She'll let you know what's on the current schedule and keep you up to date on future classes.

Shop Hops are at the core of a quilting business. QuiltsPlus participates in four shop hops throughout the year. Two are in the spring and one in the fall. New this year is a 12-month shop hop. Twelve shops have teamed up to sponsor an event

that highlights each shop for an entire month and gives quilters an opportunity to shop, with special savings, events and projects, at each store for an entire month. QuiltsPlus is featured in August. Even if you don't have a passport, stop in and catch the fever that is the community of quilting. The Harvest Shop Hop is a special event at QuiltsPlus. Quilters can take a bus from the shop to **all** of the other participating stores...in one long, fun-filled day. Interested? Check with Kathy. The bus fills quickly!

Steve Edwards joined his wife in business after downsizing at Pharmacia/Upjohn. Kathy's glad he did. He now handles the financial and business management at QuiltsPlus, while she focuses on the creative end of the business. That said, you'll find Steve in the shop, cutting fabric and talking to customers about their beloved Featherweight sewing machines.

QuiltsPlus sells and services Featherweight sewing machines. Owners will find accessories for their machines and can take the class Steve teaches on Featherweight care and maintenance. Kathy sees an expansion of Featherweight services in the new location.

As you might expect, quilters can find long-arm **and** hand-quilting services through QuiltsPlus. Kathy looked long and hard before finding a long-arm quilter who uses no computer-generated designs and a hand-quilter who treats each quilt like her own. Stop in the shop for more information.

QuiltsPlus is known for its customer service. Kathy speaks with great pride of the talent and commitment that her staff brings to customers. Everyone is greeted as they walk through the door. Want to see samples? Want to buy a kit? Chances are you will find exactly what you're looking for at QuiltsPlus.

Kathy invites Kalamazoo ASG members to visit QuiltsPlus' new location. She asks that we identify ourselves...we're such a quiet group!

QuiltsPlus
3314 Stadium Drive
Kalamazoo, MI 49008
269-383-1790

QuiltsPlus' website is in the works. **On the Move...**

