

Spinning and Weaving Association

Together, we can grow

Spinning and weaving have a timeless allure. Making yarn and cloth fulfill a deep human need for engaging, creative work that provides our everyday lives with beautiful objects. The handcraft market is expanding, fueled by a new generation of enthusiasts eager to cultivate a passion for spinning and weaving. At the same time, the women and men of the boomer generation—a vast group—are moving into their years of self-

fulfillment with more disposable income than ever before. They are ready to come back to the crafts that they first discovered in the 1970s and 1980s.

An emerging trade organization, the Spinning and Weaving Association (SWA), recognizes the need for a unifying voice that speaks for all of us who make our livelihood through spinning and weaving.



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Membership in the Spinning and Weaving Association

Membership Benefits at the Wholesale/Retail Level

Promotional opportunities

Participate in a coordinated campaign to educate and excite the general public about spinning and weaving:

- ◇ *Spinning and Weaving Week in collaboration with the Handweavers Guild of America*

Educational opportunities

Provide teacher training and educational “how-to” literature on spinning and weaving:

- ◇ *Syllabi for effectively teaching spinning and weaving*
- ◇ *Teacher-to-teacher training at Convergence and The National Needlearts Show*
- ◇ *Educational materials for teaching spinning and weaving*

Network opportunities

Take part in formal and informal gatherings and information exchange:

- ◇ *Wholesale night at Convergence*
- ◇ *Spinning and weaving reception at The National Needlearts Association trade shows*

Member-only information on our website:

- ◇ *A list of teachers and the workshops they teach*
- ◇ *Business information that includes accounting, marketing, and tax tips*
- ◇ *Quarterly newsletter with business news and notes, calendar of events, resources, and industry chat*
- ◇ *Organizational minutes and business reports*
- ◇ *A comprehensive calendar of events*



Association will provide your business with:

Opportunities to improve your business

Take part in seminars to help your business grow:

- ✦ *Pick the right software for your business*
- ✦ *Select an effective inventory on a small budget*

Trade Shows

Promote spinning and weaving at appropriate trade and consumer shows:

- ✦ *The National Needlearts Association trade show at Long Beach, California, and Columbus, Ohio*
- ✦ *Stitches East and West*

Group power

Support advocacy for our trade industry through co-op advertising

Conduct surveys and collect market data on the business of spinning and weaving

Exposure

Benefit from listing on the Spinning and Weaving Association website

Membership Benefits at the Associate Level

Help support the growth of spinning and weaving for future generations

Receive e-mail bulletins about special events in your area

Enjoy access to the general public section of the website

Be included in a teacher/designer list for retailers' use

Receive updates on Spinning and Weaving Week (the first week in October)



Our Mission

To ensure a vibrant marketplace by promoting the joys of handspinning and weaving.

Our Purpose

TO CREATE NEW MARKETS

- ✧ Extend the craft of handspinning and weaving through coordinated publicity campaigns and events
- ✧ Gather market information about the size and scope of the industry and establish a strategic plan for growth based on that information

TO PROVIDE A FORUM FOR RETAILERS, MANUFACTURERS, AND SUPPLIERS

- ✧ Host a sophisticated website (www.spinweave.org) that helps consumers, retailers, and wholesalers find the resources they need
- ✧ Establish alliances with other like-minded organizations to promote spinning and weaving



The Spinning and Weaving Association has a three-year strategic plan to put the membership benefits in place. Currently the organization is actively promoting the crafts of spinning and weaving by offering classes, hosting a booth, and/or doing demonstrations at the National Needlearts shows in Long Beach, California, and Columbus, Ohio, and at Stitches East and West. We are working with the Handweavers Guild of America to host a wholesaler's night at Convergence and offer business-to-business classes. Look for resources on our website on how to host a teach-in at your shop during Spinning and Weaving Week very soon. Other plans are evolving daily. If you would like to get involved directly, please contact us at info@spinweave.org.

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