

# THE BROCHE

... the Knitters' Newsletter



Volume 1 Number 1

FALL 2009

Well, here we are wrapping up the summer season after finishing a three month flurry of activity at "The Shop". What a wonderful surprise to discover such interest in knitting and fiber products even during the hot summer months... our shop is air conditioned which may have provided additional incentive for some, I suppose. We have enjoyed much coverage by the press locally and in the surrounding towns. We have been welcomed by all of our neighbors in the downtown Plainville area, including that phenomenal Italian eatery "Fiore's" across the street and "Bolo Bakery" which is scheduled to open next week. At our Grand Opening, Connecticut's Small Business Development Center (SBDC) spokesman commended Betty and Jim on their enterprise noting that "Betty is

proof that even in these challenging economic times, passion, hard work and determination can result in a successful business." In the photo above, Betty and Jim receive the SBDC's award while sister, Mert and niece Jill look on to make it a truly family affair.

The summer flew by filled with excitement in every way on every level. With few exceptions, our customers are expressing how pleased they are that we have arrived. We continue to meet new people every day, knitters are coming from all parts of Connecticut and New England... we have even had visitors from the

southern states who were vacationing in the area. Of course, we owe a debt of gratitude to the large and ever growing number of "regulars" who report finding good conversation, laughter, comfort and relaxation as the primary motivation for their visits. Groups have evolved on regularly scheduled days/times almost since the first week of operations. AND... we found a surprisingly LARGE number of persons who want to learn how to knit.



So, we have responded to the need by moving our teaching schedule up. As of this date, we have brought 13 new knitters into the world, the result of one-on-one lessons and small classes!! We are happy to report that we will be bringing in outside instructors to teach special projects.

The sheer enjoyment for us is in our discovery of new ideas, new products and techniques. There is so much to learn. The sharing that takes place among all of us provides the ultimate experience in personal growth. Just today a customer

took the time to teach us the 'weaver's knot' she had learned from her grandparents who were professional weavers. Every day there's something new.

With a little help from our website ([www.bayberryknitting.com](http://www.bayberryknitting.com)), we are meeting our short term goal of getting the word out and attracting persons who seek a positive and nurturing environment while they enjoy knitting and crocheting.  
~Mert