

Seymour Quilters Guild  
Wednesday, May 11, 2022

From Stephanie Hackney

### **'Batting: What's Inside Matters'**

Presented by Stephanie Hackney/  
Director of Sales & Marketing, Craft & Retail  
Hobbs Bonded Fibers

This lecture offers quilters and other creatives a chance to learn all about fibers and batting.

This lecture covers:

- the questions we ask quilters to assist them in narrowing down the many batting choices to what's 'best' for achieving the results they desire;
- the various fiber types, and pros and (potential) cons of each type;
- what we recommend for specific use cases (modern quilts, charity quilts, art quilts, wall hangings, runners, throws, etc.);
- proper use and care of battings and quilts;
- tips and tricks for best results
- bearding: how to prevent it, and how to fix it if it happens
- and, a bit of fun!

The lecture is 1.5 hours in length, depending on if questions are asked during the lecture or we hold all questions until the end, in which case I'm happy to offer time afterwards for a Q&A session.

#### Stephanie Hackney's Bio

She's responsible for sales of Hobbs' craft & retail products, and for all marketing activities centered around the Hobbs Batting brand, including educating quilters and other creatives on the products Hobbs manufactures.

Stephanie has shared her batting expertise through in-person lectures at most major quilt industry events, including Quilt Market, AQS Paducah and QuiltCon, and she continues to share this knowledge virtually.

Ms. Hackney has extensive experience in brand management, sales, marketing strategy and execution, and event production across a variety of industries; has served in numerous retail sales and management roles; and, enjoys giving back through non-profit fundraising.