



NITEP™

National Network of Embroidery Professionals

A World of Difference

EXPAND YOUR
**EMBROIDERY
BUSINESS**

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Invest in Your Embroidery Business

NNEP offers exceptional educational and networking opportunities

National Network of Embroidery Professionals (NNEP) co-founders Arch and Susan Ritchie are no strangers to the embroidery industry. In fact, before establishing the NNEP in 1996, the Ritchies first owned a needle-arts boutique in Hudson, Ohio. They became intrigued by the possibilities of commercial embroidery when they first saw a commercial machine. They started with a single-head, single-needle commercial embroidery machine. The Ritchies soon moved operations to Kent, Ohio. At that point, the business expanded – in space, equipment and staff.

Even with few resources to guide them, the Ritchie's business grew substantially. It soon became apparent there was little industry infrastructure or information available to support the growth of their embroidery business. After much national research, the Ritchies, along with their daughter and partner Jennifer Cox, believed they could help other embroidery shops in similar situations, and the National Network of Embroidery Professionals was established.

WHO BENEFITS?

The NNEP strives to serve all types of embroidery businesses. With the NNEP's many educational and networking opportunities, there is a wide range of information right at your fingertips, no matter your shop's experience or size. Cox believes new embroidery shops can benefit especially. Beginners have to learn plenty of information. NNEP can help new embroiderers overcome those initial hurdles with fewer mistakes and wrong turns.

“When you first enter the embroidery business, the learning curve is just so steep,” Cox explains. “The skills, the information and the resources that new entrepreneurs have to develop are overwhelming. When they become a NNEP member, they can tap into the system we created to make that learning curve easier to master. They can become more successful more quickly.”

One of our members once said the NNEP is “where I get the answers to all the tough questions,” Cox said.

NNEP offer solutions for when you have questions or challenges that you need to resolve. NNEP brings nearly 20 years of experience as embroidery experts right to your door, when you need it, right at that moment.

The NNEP Exchange, an online member forum, is a particularly helpful resource for both industry veterans and newcomers, Cox says. No matter the time of day, you can connect with embroidery experts, ask the important questions and find valuable business solutions.

“It's about benefitting from the experiences of 1,500 other embroidery business owners. Members pick up best practices in a noncompetitive setting,” Cox says.

With the NNEP Exchange, members even find contractors to assist with certain jobs. If you're that small business with an order beyond your capacities, a contract shop can easily be located to fulfill the order, letting you earn profits on larger and smaller orders.

“NNEP's goal is to create a community where members learn and share information in a noncompetitive environment,” Cox says. “Each of us knows a lot about our own business. Collectively, we know a lot more.”

Another significant benefit of membership is the sourcing service. Embroiderers are challenged every day to





find specific products for customers, which can take a great deal of time. NNEP members reduce the time they have to spend searching for products by using the NNEP sourcing service.

NNEP members represent over \$150 million in annual sales. Based on this collective buying power, NNEP negotiated with over 100 industry suppliers to offer incentives to members. NNEP members realize higher profits when they buy from these NNEP-preferred vendors.



NNEP OFFERS EDUCATIONAL OPPORTUNITIES

Staying on top of the latest innovations is essential to growing a business. The NNEP offers key educational opportunities at its annual NNEP Conference in Columbus, Ohio, and at Embroidery Mart – South in Houston, TX, and Embroidery Mart – East in Nashville, TN. Each Embroidery Mart trade show hosts complimentary seminars for attendees, providing information that can be put to use immediately.



“We work really hard to make sure all the material they learn at the conference, in every class they attend, will give them at least three take-away points,” Cox explains. “They take the classes today and use these ideas tomorrow.”

The NNEP Conference also offers seminars examining valuable marketing, sales and management tech-





niques, which are essential for a successful business, Cox adds.

“Embroiderers need to master the craft of embroidery, and they have to master being a business owner, too,” Cox notes. “A lot of times, that’s a larger challenge than learning apparel decoration skills. NNEP focuses on providing business information as well as the apparel decoration information.”

The NNEP Conference and the Embroidery Marts are not only for embroiderers. As the decorated apparel market continues to grow, many embroiderers are picking up other apparel applications, and the NNEP events reflect the evolving industry, Cox says. Screen printers, digital garment equipment and sublimation systems are all found at the NNEP Conference and Embroidery Marts.

NNEP GIVES BACK TO THOSE IN NEED

The NNEP has a strong sense of community and is devoted to lending

a hand to others.

With that commitment in mind, the NNEP established the Embroidery Network Foundation (ENF), a nonprofit organization dedicated to providing new clothing for those in need.



Each year, the ENF sponsors the Do Duds Apparel Drive, which collects unused garments from vendors and members and ships them to women’s domestic abuse shelters across the United States. The 2010 event, coinciding with the NNEP conference, was especially successful, as it collected, sorted and shipped 1,243 pounds of apparel.



“We put the clothes right into the hands of the folks who need it – all in one weekend,” Cox reflects. “Right after the Conference, we received many phone calls and letters from the shelters. It’s pretty amazing how this industry is so willing to help others.”

JOIN NNEP

NNEP is the solution for savvy embroidery professionals who are ready to expand their business. With experienced and knowledgeable NNEP staff in your corner, you can connect with other industry leaders, improve your efficiency and participate in educational events.

To become a NNEP member, please visit www.nnep.net or call (800) 866-7396 today to receive membership information as well as the list of preferred vendors.

See what many satisfied members have to say about their exceptional NNEP experiences.

The NNEP has given me a certain amount of confidence as an embroiderer because I know that I have experts that I can contact concerning just about anything relating to the embroidery industry. Whether it is a sourcing question, an embroidery technique question or business question, they are there to help.

Pamela Mizzi
Nimble Needles

I have belonged to many organizations over the years. The majority of them, you pay your dues and receive some benefits. The NNEP is first organization that has been so very supportive and answered all of my questions so timely. It just seems that my association with the NNEP was a very good decision.

Peggy North
Tri-County Awards

I love being able to bounce something off of other members - any time, day or night. Everyone is so helpful! Whether I need help with sourcing something, “how to” do something, or just venting, someone is there to help.

Janet Q. Aldred, CPIM
JQ Designs

NNEP has been a great source for savings, but more importantly, the expertise of the staff and certainly the other members. It is a great investment and this is the one professional embroidery membership

I would keep.

Janet Manley
A Design Line Embroidery

Belonging to NNEP opened up the whole world of embroidery. Suppliers that would not talk to me are now looking to do business with me. When I have a question or a problem, help and advice is a phone call away. I love getting together with the other embroiderers at NNEP events. We not only have a wonderful time but we share our ideas, successes and failures, talk about what we need and everyone is willing to help with your problems. I have made great friends who I can call and share work with. They know who you are, what you look like and will bend over backward for you. Example: In Columbus this year, I spent some time with Ed from Campus Chalet, a NNEP preferred vendor. Last week, I had a customer come to me with a problem. They placed an order with someone else and they were just notified that the order could not be filled on time. I called Ed. We talked and he agreed to meet the dead line of less than 1 week! That is going above and beyond customer service. That is putting the power of NNEP to work, for our business.

Linda & Dale Sheppard
LinDale “m”broidery

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