

BARBARA GERALDI

Owner: Yankee Quilter
Oxford, CT

“I am very thankful for all the help WBDC has offered me. I found the information for small businesses, especially those owned by women, very valuable and the support system phenomenal.”

- Barbara Geraldi

Sisters Barbara and Cheryl knew they needed a loan to purchase the quilting store they wanted to turn into a family business.

The Yankee Quilter
& HUSQVARNA VIKING SEWING CENTER!

While working with the Small Business Administration to apply for a loan to purchase their storefront, Barbara and Cheryl were told to approach the WBDC for more small business owner resources. WBDC offered them a scholarship to enroll in Hands-on-Marketing, where they worked on their pre-existing marketing plan and learned more about business strategies. The course helped them hone their business tactics, as well as figure out where their weaknesses were.

They market themselves primarily through a monthly e-mail newsletter and at quilt shows and try to get out as many press releases as possible, a tactic they learned in class. Additionally, they have received a bit of local press, especially when they moved their shop from their original location

in Southbury to its current location in Oxford. Six years later, the sisters are still open for business in Oxford, CT and grateful to the WBDC for all the support they received.



www.yankeequilter.com

