

Brother 2018 Machine Lineup Powers Creativity at Back to Business Conference

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Jeff Bray, National Director of Sales
for Brother International Corporation



Brother International Corporation put a magical spin on their Back to Business Conference in August as they welcomed over 570 dealers and Brother executives to a new venue at the beautiful Orlando World Center Marriott in Orlando, Florida.

“We broke the record this year and sold out faster than any Back to Business Conference to date,” said Jeff Bray, National Director of Sales for Brother International Corporation. “The energy was amazing, and I was humbled to see the overwhelming reaction to our exciting new venue.”

Billed as ‘Power Your Creativity,’ the buzz surrounding the 2018 lineup of new machines, software and accessories was nothing short of electrifying. Brother didn’t miss a beat as they pulled out all the stops to make this four-day conference one to remember.

With Walt Disney World only miles away, Brother tapped into the Orlando backdrop to spark excitement over their newest line of Marvel embroidery designs as well as Frozen and Marvel embroidery thread kits. On the first day, dealers were welcomed at registration with Marvel centerpieces and a photo booth to set the mood. After

settling in, attendees geared up for the kickoff to the new lineup presentation that was scheduled for the next morning.

With all eyes on Jeff, attendees were drawn in to the two-hour product presentation, which was packed with exciting introductions to the new lineup as well as teasers for upcoming educational classes. “We switched things up this year and kept the presentation of new products shorter and more streamlined,” said Megan Tozzi, Dealer Marketing Manager for Brother International Corporation. “We felt it was important to leave it to the educators, this year, to show off the new products and their features.”

Although this year’s conference attracted both veteran and new dealers, the new venue in Orlando provided a clean slate for all who attended. “I loved this year’s presentation,” said Debbie Byrne, a 25-year Brother dealer and co-owner of Byrne Sewing Connection, located in New Britain, Pennsylvania. “It was focused and down to business. Jeff did a great job.” Speaking from the other side of the aisle was new Brother dealer Shannon Burns, owner of Birdsong Quilting, Embroidery and Crafts, located in Georgetown, Kentucky.

“As a businesswoman with almost 30 years of corporate experience, I have to say the conference exceeded my expectations. The educators were amazing and went above and beyond to make the experience worry- and stress-free.”

There was something for everyone at the conference, as dealers raved about their favorite new machines and accessories. As a new member of the Brother family, Shannon said she was inspired by the new line and excited to see The Entrepreneur 6-Plus PR670E, the six-needle embroidery machine. “We have a unique home-based embroidery business clientele in our community, and the new six-needle machine is perfect for our niche market,” Shannon explained. She was especially excited about seeing THE Dream Quilter 15S sit-down mid-arm quilting machine (DSL15S) and the new Dream Carousel Cabinet. “The DQLT15S inspired me to now carry additional products in my store. I believe this new lineup will help to grow my business.” And while Debbie was also impressed by the Entrepreneur 6-Plus PR670E, she considers the latest updates and upgrades to the new machines in this year’s lineup to have really hit the mark on industry trends. “I love the new



Disney 'Mickey and Minnie Mouse Collection' and Disney 'Princess Pattern Collection' for the Brother ScanNCut," Debbie said excitedly. Brother really knows how to spark enthusiasm. The new cut files are just another way Brother allows its dealers to combine machines and sales to give our customers the ultimate crafting experience."

Other dealer standouts included the new 10' fabric frame - THE Dream Frame PRO - and its lineup of accessories. With some of the most sought-out features, dealers said these products were a home run for quilting enthusiasts at any skill level. Creating even more excitement were the two new cover stitch machines. The CV3440 and CV3550 rounded out the lineup with ease and versatility to top off designs with a range of cover stitches that can be used on many types and weights of fabric. "We were thrilled to see the great dealer feedback on our new machines and accessories," Megan said. "It's a refreshing change that offers great solutions for our customers to



spark their creativity for sewing, quilting and embroidery."

In between classes, dealers had the opportunity to visit the test-drive area, where they were given hands-on experience to explore the entire lineup, see projects, and ask questions of the Brother educators. Brother also set up additional booths. These included a social media kiosk, so dealers could learn more about expanding their customer reach through outlets such as Facebook, as well as a National Service booth, where authorized Brother service center dealers could ask Brother technicians any servicing questions.

Experiencing the new products was only part of the fun at the Brother Back to Business Conference. Dealers said spending time with each other outside of the classroom during breakfast and lunch was instrumental in helping them strengthen their business practices. "I loved seeing the new products but I truly enjoyed the networking opportunity at B2B," said Leslie Main, co-owner of Country Traditions, located in Fremont, Nebraska. "Reconnecting with other dealers and discussing different perspectives inspired me to think out of the box and



focus on new ways to build my business." Having been in business for 20 years, Leslie says Brother technology is unsurpassed. She was impressed by the Brother educators and the amazing job they did at planning productive and seamless classes. Just as all good things must come to an end, Brother kept the energy going one last time at their wrap party, which was held at Mango's Tropical Café. Attendees enjoyed an entertaining night of live performances, dancing and tropical ambiance. The camaraderie was flowing as dealers put business aside and enjoyed delicious Floribbean Cuisine, which specializes in Latin and Caribbean comfort food and exotic hand-crafted cocktails. Some dealers even dressed the part by donning their favorite tropical attire. "This year's Back to Business Conference brought many changes and new faces. We welcomed 30 attendees from new Brother dealers and we are striving to welcome even more next year," said Jeff. "Brother has an attitude for gratitude. We are proud of our new 2018 lineup and look forward to a prosperous year. It's all about the dealers, and we couldn't have asked for a better time."