

Joyce Jagger, The Embroidery Coach

56 Most Powerful People In The Apparel Decorating Industry December 2010



28. JOYCE JAGGER Owner, The Embroidery Coach



Why she's on the list: Embroidery Tips & More, Jagger's busy Binghamton, NY-based training and consulting firm for embroidery business owners, includes onsite and phone consultation for embroidery businesses of all sizes, a resource-packed website (featuring more than 150 videos and a tip of the day that she e-mails to her students, as she prefers to call her clients), monthly webinars and live phone chats, e-newsletters, blogs, and now a just-published book that's already generating a lot of buzz: *The Truth About Embroidery Business Success*. Jagger, who has 90 students at any one time, estimates she has trained more than 500 decorator business owners.

High-profile job: Jagger, who started her own embroidery business in 1978 and sold the 36-head company in 1998, has recently been helping to incorporate embroidery into Rhode Island School of Design's (RISD) Textile Department. "I've been working with Anais Missakian, head of RISD's textile department, and *Stitches* Editor Nicole Rollender, to add embroidery and digitizing to the curriculum," she says. "This is an exciting assignment for me. At this point, there are 14 senior and graduate students who are eager to learn embroidery and digitizing, and it makes me happy to be the one to teach them."

Happy New Year: Jagger says that based on feedback from her clients, sales in decorated apparel are going strong in fourth-quarter 2010. "They're a lot busier and are making more sales this year than they were last year," she says. "It's going to keep on increasing. This is supposed to be a 'down economy,' but if you offer high-quality products and excellent customer service, you're going to stay busy. I'm looking forward to 2011 – I have more students joining me at this time than I have in the past few years. Embroidery business owners are hungry for information." – JC