

Joyce Jagger-The Embroidery Coach

75 Most Powerful People In The Apparel Decorating Industry December 2014



S·T·I·T·C·H·E·S
Embroidery's Voice & Vision
December 2014

The Most Influential People

in the Decorated-Apparel Industry

TOP-NOTCH TEXT
5 STEPS TO PERFECT TINY FONTS

Nano Pullover Hood (N270) provided by Hanes Branded Printwear (as4/59528)

POWER 75

+ Ask an Expert: Rev Up Your Holiday Cyber-Sales

#37

JOYCE JAGGER

Owner

The Embroidery Coach

2013 RANK: 42

Retirement isn't part of Jagger's vocabulary. Rather than take up gardening after handing over the reins of her successful embroidery business, Jagger launched a six-figure training empire, helping her students (decorating firm owners) avoid many of the mistakes she's made in her long career. "I hate to see embroiderers struggle when it is totally unnecessary," the 75-year-old says. Jagger was featured in *Stitches*' August cover story, "Can This Shop Be Saved?" as she set a floundering Wisconsin shop owner on the path toward success. In addition to jet-setting across the country for regular on-site coaching, Jagger continues to add how-to videos, webinars and other information to her website (www.theembroiderycoach.com), for a client base of more than 2,700. Jagger has continued to move up the Power 75 due to her spot-on, no-nonsense approach to turning struggling decorating businesses into powerhouse firms.