

Interactive Buyers' Guide and Order Form

Your guide to all things Ricky Tims and the master plan to generate long-term revenue for your quilt business

Contents April 2021

Greetings, retailers!	- 3
Featured products	- 5
Lizzy Albright: The novel	- 6
Lizzy Albright: Quilt pattern book	- 8
Lizzy Albright: Fabrics	10
Lizzy Albright: Kits in two colorways	11
Complete catalog listings	12
Interactive order form	17
Contact us and order 24/7	20





Click and go!

When you see this icon, hover over the link and click. Voilà. You'll be connected to the appropriate page!



Retailer newsletter sign-up

Sign up for the retailer newsletter and stay up-to-date on new products and pertinent marketing information.



www.rickytims.com/newsletter/newsletter-signup

Greetings, retailers from Ricky Tims

life is good. Quilting is great!

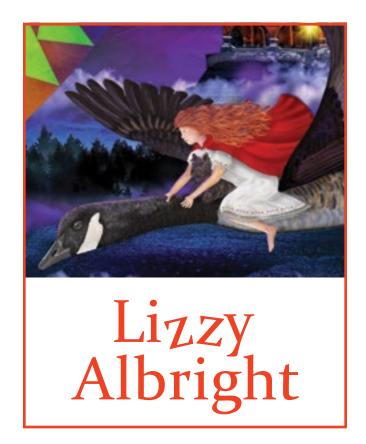
I once heard a phrase that stuck with me. The seven last words of a dying business are, "We've never done it that way before!"

For twenty-one years I have followed my formula, but I have made many changes along the way. I developed a business model that was working, but I was also feeling that I was approaching a crossroads in my career. I couldn't make a dramatic change and at the same time keep doing what I needed to do. Then... Covid-19! That put a halt to everything and like many of you, I found my business in a spiral and found myself trying to think of creative ways to push through the hard times. I have no doubt that you feel much of the same way. Hopefully you see light at the end of the tunnel and that a new and positive future is in your sights.

I would like to be a part of that future!

Ricky Tims Inc. has never had much to offer shops. My instructions DVDs and music CDs have been available but prior to 2020 I had never published any patterns or books and made them available. Covid-19 gave me the opportunity to make many changes that can now benefit you and your customers.

On the top of the list is the novel, *Lizzy Albright* and the *Attic Window*, co-written by myself and longtime friend, Kat Bowser. This middle-grade fantasy novel features a quilt, but it's not



about a quilt. The names of the quilt blocks spark ten-year old Lizzy's imagination which leads to a fantastic journey in a faraway place. There is plenty of 1964 nostalgia (popular with the quilting demographic), and a lot of unexpected quirky modern and futuristic fantasy that is popular with youngsters. The Lizzy Albright experience has so much to offer and you will find out more by browsing this interactive buyers' guide and order form.

Greetings, retailers cont.

I am also in the process of revising and updating all of my quilt patterns. Previously these were primarily offered to my quilting base as retail only, but now they are available at wholesale. Some are wall quilts and some are full size quilts. Many shops are surprised when they learn of the diversity of my designs. While I've almost always been a contemporary and artful quilter, my quilts are often rooted in tradition. I hope you take time to browse those patterns. You might just find one or two that would make a great class as you ramp back up for in-store classes.

Last but not least, Covid-19 gave me the time and opportunity to finally bring a dream to reality. For over fifteen years I have presented indepth *Quilt Luminarium* a seminar-type event, at key locations around the country. These non-sewing events contained lectures and demos that spanned two days and covered twenty-four lecture topics. They were very successful. Many times we had several hundred in attendance and the registrants left with renewed inspiration and confidence.

My goal was to make Quilt Luminarium available virtually. That has now been done. Part of this plan is to partner with shops to do in-store virtual events. This allows you to gather as many participants as you can fit into your space - in chairs - no sewing...and the event is synchronized with other shops in your time zone. The session are on a timed schedule and presented by streaming them to your participants. Three times a day, morning, noon and end of day, I am streaming LIVE to answer ques-

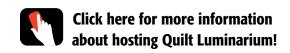


tions. You reap the benefits of selling all of the products associated with *Quilt Luminarium* as well as offering your customers specials on store products or, for sewing machine dealers, an opportunity to have a bang-up day for sales. Don't let this new concept get swept away with the idea..."We've never done it that way before."

As we continue to navigate our businesses back to some semblance of normalcy, I urge you to include these new products from Ricky Tims Inc. in the mix.

Sending my best, Ricky Tims

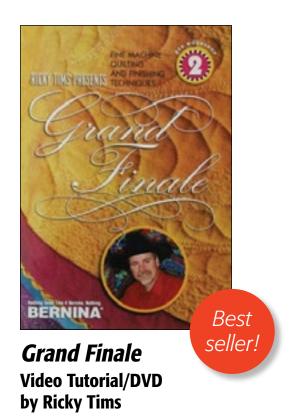


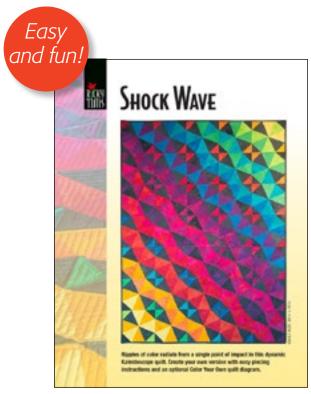


Featured products

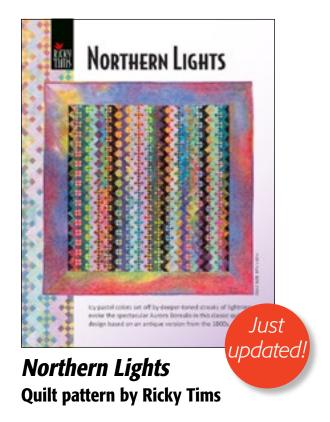


Alone With My ThoughtsMusic/CD by Ricky Tims





Shock WaveQuilt pattern by Ricky Tims





Lizzy Albright: The novel

Who is Lizzy Albright, anyway?

Lizzy Albright is the main character in a fantasy story written by Ricky Tims and Kat Bowser. The story is not about a quilt, but the quilt is significant because the names of quilt blocks are the catalyst that launch Lizzy on her amazing adventure.

The foundation is the novel

The entire Lizzy Albright master plan is based on the novel, Lizzy Albright and the Attic Window (Autumn Rock Publishing). There are multiple opportunities for your business to benefit, but in order to maximize the Lizzy Albright impact in your shop—the novel is key. Current and future product sales all point back to this first novel in the Lizzy Albright series.

The story appeal

The story is a fantasy that appeals to all ages. Granny explains the history behind the quilt and teaches Lizzy the names of the blocks. Whimsical and peculiar monikers like Flying Geese, Bear Paw, and Snail's Trail take Lizzy on a fantastic adventure. The 1964 setting will appeal to many quilters, and the techno pseudo-steampunk fantasy kingdom will appeal to a younger generation. An imaginative young girl, an antique quilt, a goose named Gretta, and a cursed kingdom combine as the foundation for a fantastic fantasy filled with surprise, wonderment, betrayal, bravery, mystery, and intrigue.



Promote to all ages

Do not be deceived by the middle grade designation. The story has broad appeal. Promote the novel to all of your customers. One of the most significant aspects of the Lizzy Albright master plan is to establish a new generation of quilters and it all starts by falling in love with Lizzy Albright.





Lizzy Albright: The novel cont.

Lizzy Albright and the Attic Window By Ricky Tims and Kat Bowser

A chapter novel, 6" x 9" paperback, 352 pages.

For middle grade and young adults of all ages.

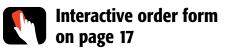
- Includes maps and illustrations.
- Learn a bit of Scottish brogue and inspire your book club!

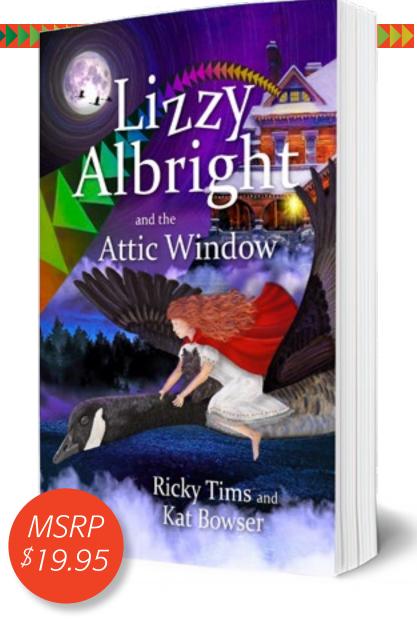
Pricing

Wholesale: \$10.50 each (minimum order = 6)

Case: \$299.25, case of 30 (saves 5% off of wholesale)

MSRP: \$19.95





Overview: Lizzy Albright, a red-headed, freckle-faced girl from Overland Park, Kansas, is celebrating her tenth birthday on Christmas Eve 1964. An impending winter storm is approaching as Lizzy and her family travel to Cordelia, Kansas, where they plan to spend the holidays with Granny in the McHale family mansion.

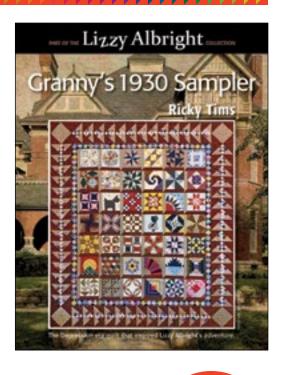
An imaginative young girl, an antique quilt, a goose named Gretta, and a cursed kingdom combine as the foundation for a fantastic fantasy filled with surprise, wonderment, betrayal, bravery, mystery, and intrigue. The only thing to expect is the unexpected because—not everything is as it seems.

Lizzy Albright: Quilt pattern book

The novel leads to the pattern book

The pattern book, *Granny's 1930 Sampler*, can be used in conjunction with **Lizzy Albright** clubs, BOM opportunities, ongoing classes, and more. The quilt was designed by Ricky Tims and is described in the novel. Seasoned quilters can help the youngsters make the **Lizzy Albright** quilt.

The quilt is not a project for youngsters to do on their own, but there are many aspects of making the quilt that a youngster *can* do. The older, more experienced generation can lead the way and making the quilt can be a joint endeavor. Watch for online video tutorials from Ricky Tims.





Interactive order form on page 17



Complete instructions, color options, and easy tips!

Lizzy Albright: Quilt pattern book cont.

Granny's 1930 SamplerBy Ricky Tims

A pattern book, 8.5" x 11" soft cover, 128 full-color pages.

- Includes 42 block patterns and instructions for borders.
- Find inspirational colorways and learn 5 fun techniques.
- Quilting designs, photo inspirations.
- A quilt that connects generations.

Pricing

Wholesale: \$15.00 each (minimum order = 4)

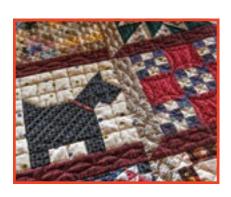
Half-Case: \$171.00, 12 books (saves 5% off of wholesale)

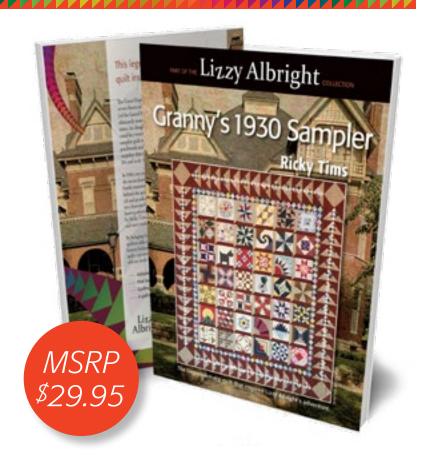
Case: \$342.00, 24 books (saves 5% off of wholesale)

MSRP: \$29.95



Interactive order form on page 17





Overview: In 1964, ten-year-old Lizzy Albright discovered her Granny's quilt in the secret drawer of a cedar chest located in the attic of the McHale family mansion in Cordelia, Kansas. Granny explained the history behind the quilt and taught Lizzy the names of the blocks. Whimsical and peculiar monikers like Bear Paw and Snail's Trail took Lizzy on a fantastic fantasy filled with surprise, wonderment, betrayal, bravery, mystery, and intrigue. Lizzy Albright and the Attic Window, by Ricky Tims and Kat Bowser, is a favorite with readers and story enthusiasts of all ages.

By bringing Granny's quilt to the world at large, quilters and non-quilters alike can discover the traditional roots of quilting and the history behind the blocks. **Lizzy Albright's** story—and Granny's quilt—promote multi-generational interaction. Both young and old can work together to recreate this legendary and historic quilt.

Lizzy Albright: Fabrics



Lizzy Albright fabric

Ricky Tims designed vintage-style fabric to make the **Lizzy Albright** quilt. There are 36 SKUs in two **Lizzy Albright** collections available now from Benartex.

By using the **Lizzy Albright** fabric, quiltmakers can reproduce the most accurate version of Granny's legendary vintage quilt.

Of course, the quilt could be made using any fabric, but many quilters will want to make a replica using the fabrics that are described in the novel. You benefit by urging customers to make the quilt with the Lizzy Albright fabric collections.

Attic Window + Cedar Chest collections

Benartex

Phone: 212.840.3250 Web: www.benartex.com



Lizzy Albright: Kits in two colorways

Fabrics from Benartex

Because Lizzy's granny made this quilt in 1930, it was imperative that the fabrics in the quilt had a vintage appearance. I designed each fabric in the Attic Window and Cedar Chest collections based on motifs and patterns on fabrics in my antique collection. None of them are reproductions, but they do represent the typical designs and colors of that time period. The collection has been printed and produced by Benartex.

-Ricky Tims

Red and Tan

Kits available

Yardage for each kit can be ordered. Kits for the quilt include just under 28 yards of fabric and use every SKU in the line.





Kit 2, Navy and Yellow

Benartex

Phone: 212.840.3250 Web: www.benartex.com



Yellow

Complete catalog listings

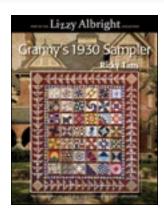
BOOKS



Lizzy Albright and the Attic Window

A chapter novel, 6" x 9" paperback, 352 pages. For all ages. The tale of Lizzy Albright and her journey to the kingdom of Ailear.

#LZY101BK Wholesale \$10.50 (single, 6) #LZY102CS Wholesale \$299.25 (case, 30) MSRP \$19.95

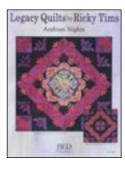


Granny's 1930 Sampler

The pattern for making the Lizzy Albright quilt featuring all 42 blocks, borders, and assembly, using various simplified techniques and tips. Softcover, 128 pages, full-color, beautifully illustrated.

#LZY103BK
Wholesale \$15.00 (single, 3)
#LZY104CS
Wholesale \$171.00 (half case, 12)
#LZY105CS
Wholesale 342.00 (full case, 24)
MSRP \$29.95

PATTERNS



Arabian Nights

Appliqué a a showstopping design. Two versions: Medallion style and Album style.

#RTIP-ANWholesale \$7.50
MSRP \$14.98



Baby It's Cold Outside!

Tis the season to help Santa! He's freezing out there! Paper pieced.

#RTIP-BICO Wholesale \$20.00 MSRP \$39.98



The Beat Goes On and On

The perfect wall quilt for sharing happiness and love. Primarily appliqué.

#RTIP-TBGOAO Wholesale \$7.50 MSRP \$14.98



Bending Tree

A quilted reminder that life can be challenging. Bend, don't break!

#RTIP-BT Wholesale \$12.50 MSRP \$24.98



Dad's Lone Star

Based on traditional Lone Star and set with lush feathered appliqué.

#RTIP-DLSWholesale \$37.50
MSRP \$74.98



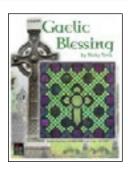
PATTERNS cont.



Forget Me Not

I'll love you, will stand by you, and never forget you no matter what. Machine appliqué.

#RTIP-FMNWholesale \$12.50
MSRP \$24.98



Gaelic Blessing

Double Irish chain variation with Celtic cross. Pieced and appliqué.

#RTP-GB Wholesale \$7.50 MSRP \$14.98



Happy Dance

Whimsical and contemporary. The perfect quick project. Beginner friendly. Machine pieced.

#RTIP-HD Wholesale \$12.50 MSRP \$24.98



Holiday Charm Wreath

A braided version of the Dresden Plate made primarily from charm squares using foundation piecing and appliqué.

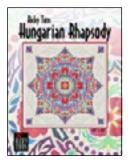
#RTIP-HCW Wholesale \$10.00 MSRP \$19.98



Holiday Hearth Stockings

Foundation piece a classic Christmas stocking.

#RTIP-HHS Wholesale \$10.00 MSRP \$19.98



Hungarian Rhapsody

Surprisingly easier than it looks and features easy precision techniques. Appliqué. Intermediate.

#RTIP-HR Wholesale \$30.00 MSRP \$59.98



Joyeux Noel

A heartwarming timeless treasure for generations. Entirely pieced. Advanced beginner to intermediate.

#RTIP-JNWholesale \$12.50
MSRP \$24.98



The Lady of Shallot

A three month block of the month project. Inspired by a poem by Tennyson. Appliqué.

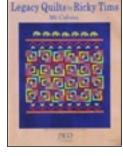
#RTIP-TLOSWholesale \$20.00
MSRP \$39.98



Love is Love

Presents a message of hope, peace, and harmony. It expresses the truth that love always wins. Any stripe can be used.

#RTIP-LIL Wholesale \$20.00 MSRP \$39.98



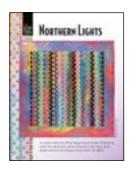
Mi Cabaña

A striking update of the Courthouse Steps log cabin. Two sizes. Confident beginner.

#RTIP-MCWholesale \$7.50
MSRP \$14.98



PATTERNS cont.



Northern Lights

Icy pastels and deeper streaks of lightning evoke the Aurora Borealis. Based on an antique from the 1800s.

#RTIP-NLWholesale \$7.50 MSRP \$14.98



On the Road Again

A mix of fabrics and easy-to-make blocks. Make in two sizes. Confident beginner.

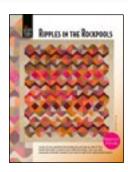
#RTIP-OTRAWholesale \$7.50 MSRP \$14.98



Reverie Rhapsody Album

A 21st-century album-style appliqué classic. Intermediate.

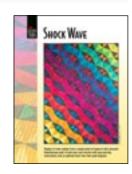
#RTIP-RRAWholesale \$7.50 MSRP \$14.98



Ripples in the Rockpools

Let go of perfectionist tendencies! Meant to be a little bit wonky with an unstructured nature. Beginner friendly.

#RTIP-RITR Wholesale \$7.50 MSRP \$14.98



Shock Wave

Ripples of color radiate in this dynamic Kaleidoscope quilt. Easy piecing.

#RTIP-SW Wholesale \$7.50 MSRP \$14.98



Sir Lancelot

Based on the legends of King Arthur and the Knights of the Round Table. For advanced beginners and beyond.

#RTIP-SL Wholesale \$10.00 MSRP \$19.98



Snow Crystal

A feathered snowflake wall quilt. Skill building: paper piecing, blanket stitch appliqué, Y-seams, optional trapunto.

#RTIP-SCWholesale \$7.50 MSRP \$14.98



Spooky Tree

A unique autumn wall hanging with 4 included tree face variations.

#RTIP-STWholesale \$7.50 MSRP \$14.98



Sunset Strip

Based on Ricky's Convergence method. And paper piecing. Easy, fun!

#RTIP-SSWholesale \$7.50 MSRP \$14.98



Viva Violetta

Surprisingly easier than it looks and pieced using a no-pins precision piecing technique. Intermediate.

#RTIP-VV Wholesale \$30.00 MSRP \$59.98



MUSIC/CDs



Alone With My Thoughts

New! Original, contemplative, meditative, and soulful pieces for healing and comfort.

#RTICD-AWMTWholesale \$8.50
MSRP \$16.99



Christmas in a Small Town

Enjoy Ricky's unique and beautiful musical style while listening to holiday favorites.

#RTICD-CIAST Wholesale \$8.50 MSRP \$16.99



Christmastime

Timeless and traditional Christmas favorites interpreted by Ricky with unique and sensitive arrangements.

#RTICD-C Wholesale \$8.50 MSRP \$16.99



Heart and Soul

Enjoy a chronicle of Ricky's life through his music! Original compositions coupled with hymn tunes and familiar folk songs!

#RTICD-HAS Wholesale \$8.50 MSRP \$16.99

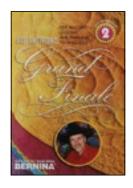


Sacred Age

Ricky has captured the beauty, majesty, magic and mystery of southern Colorado on this beautiful CD of eleven original songs.

#RTICD-SAWholesale \$8.50
MSRP \$16.99

VIDEO TUTORIALS/DVDs



Grand Finale

Fine machine quilting and finishing techniques with Ricky, right in your sewing room.

#RTIDVD-GFWholesale \$11.00
MSRP \$21.95



Kool Kaleidoscope

Make a complex quilt simply with Ricky's no-stress technique..

#RTIDVD-KKWholesale \$12.50
MSRP \$24.95



Thread Play

Free-motion embroidery, reverse appliqué, and more with Libby Lehman.

#RTIDVD-TPWholesale \$11.00
MSRP \$21.95



NOVELTIES



Collector Button

Spread the Lizzy Albright joy with this conversation starter! Full-color, 2.25" collectable button with pin clasp back.

#LZY302BNWholesale \$1.50 MSRP \$2.95 (order 10)



Greeting Cards

Inspired by the magical adventure of Lizzy Albright and the Attic Window. 12 cards/envelopes, 3 of each design, blank inside.

#LZY310GC Wholesale \$12.50 MSRP \$24.95



Collector Mug

The cauldron shape of this collectable Lizzy Albright mug is a joy! Only available in Lizzy Albright red.

#LZY301MGWholesale \$9.00 MSRP \$17.95 (order 12)



Lanyard

Identify yourself as a Lizzy Albright fan at shows and conventions.

#LZY303LNWholesale \$5.00
MSRP \$9.95
(order 5)



Eco Grocery Tote

Eco-friendly, nonwoven shopping bag. Perfect for your PIGS (projects in grocery sacks). Red.

#LZY304GT Wholesale \$5.00 MSRP \$9.95 (order 5)



Pencils/Canister

This red, Lizzy logo pencil might as well be called a magic pencil. Just think of all the amazing things it will create.

#LZY305PLWholesale \$25.00
MSRP \$1.49
(order 36)







Magic Wands

No two alike. Each wand is unique and hand crafted in Colorado. Made from twig branches harvested from the burned fir trees on Ricky Tims' acreage. Each wand has a color-specific Swarovski crystal that represents characters in the novel.

#LZY306WD Calixta/red **#LZY307WD** Queen Beatrice/crystal **#LZY308WD** Cedric/amber **#LZY309WD** Gethric/azure Wholesale \$15.00, MSRP \$29.95 (order 1)

MARKETING



Point of Purchase Displays

Three-tier counter display for 18 novels.

#LZY402DS \$30 each





Interactive order form

Ordering made easy! Place your wholesale order 24/7 by using this interactive pdf. Minimum order \$60. Start by filling in your contact info. Then enter your quantities. And voila, you're ready to click submit your order! We will provide a total and your shipping costs. Questions, call 719-742-3755 or contact heather@rickytims.com

Business name	
Contact person	
Ship to Address 1	
Address 2	
City / State	
Zip	
Phone	
Email	
Purchase order #	
Send net 30 terms info	yes no, thanks



Retailer newsletter sign-up

Sign up for the retailer newsletter and stay up-to-date on new products and pertinent marketing information.



www.rickytims.com/newsletter/newsletter-signup



Interactive order form

BOOKS	Case #	Wholesale	MSRP	Quantity
Lizzy Albright and the Attic Window (single) Lizzy Albright and the Attic Window (case)	30	\$10.50 each \$299.25 case	\$19.95 \$19.95	
Granny's 1930 Sampler (single) Granny's 1930 Sampler (half case) Granny's 1930 Sampler (full case)	12 24	\$15.00 each \$171.00 case \$342.00 case	\$29.95 \$29.95 \$29.95	
QUILT PATTERNS				
Arabian Nights		\$7.50	\$14.98	
Baby It's Cold Outside		\$20.00	\$39.98	
The Beat Goes On and On		\$7.50	\$14.98	
Bending Tree		\$12.50	\$24.98	
Dad's Lone Star		\$37.50	\$74.98	
Forget Me Not		\$12.50	\$24.98	
Gaelic Blessing		\$7.50	\$14.98	
Happy Dance		\$12.50	\$24.98	
Holiday Charm Wreath		\$10.00	\$19.98	
Holiday Hearth Stockings		\$10.00	\$19.98	
Hungarian Rhapsody		\$30.00	\$59.98	
Joyeux Noel		\$12.50	\$24.98	
The Lady of Shallot		\$20.00	\$39.98	
Love is Love		\$20.00	\$39.98	
Mi Cabaña		\$7.50	\$14.98	
Northern Lights		\$7.50	\$14.98	
On the Road Again		\$7.50	\$14.98	
Reverie Rhapsody Album		\$7.50	\$14.98	
Ripples in the Rockpools		\$7.50	\$14.98	

RICKY TIMS

Interactive order form cont.

QUILT PATTERNS cont.	Case #	Wholesale	MSRP	Quantity
Shock Wave		\$7.50	\$14.98	
Sir Lancelot		\$10.00	\$19.98	
Snow Crystal		\$7.50	\$14.98	
Spooky Tree		\$7.50	\$14.98	
Sunset Strip		\$7.50	\$14.98	
Viva Violetta		\$30.00	\$59.98	
MUSIC/CDs				
Alone With My Thoughts		\$8.50	\$16.99	
Christmas in a Small Town		\$8.50	\$16.99	
Christmastime		\$8.50	\$16.99	
Heart and Soul		\$8.50	\$16.99	
Sacred Age		\$8.50	\$16.99	
VIDEO TUTORIALS/DVDs				
Grand Finale		\$11.00	\$21.95	
Kool Kaleidoscope		\$12.50	\$24.95	
A Day of Threadplay with Libby Lehman		\$11.00	\$21.95	

Ricky Tims has something for all quilters— traditional to contemporary and beginner to seasoned!



Interactive order form cont.

NOVELTIES	Case #	Wholesale	MSRP	Quantity
Collector Button		\$1.50	\$2.95	
Collector Mug (single) Collector Mug (case)	12	\$9.00 \$108.00	\$17.95 \$17.95	
Eco Grocery Tote		\$5.00	\$9.95	
Greeting Cards		\$12.50	\$24.95	
Lanyard		\$5.00	\$9.95	
Pencils with POP display cannister	36	\$25.00	\$1.49	
Magic Wand, Calixta, red Magic Wand, Queen Beatrice, crystal Magic Wand, Cedric, amber Magic Wand, Gethric, azure		\$15.00	\$29.95	red crystal amber azure
MARKETING				
Three-tier counter display for 18 novels		\$30.00		



Click above when you are ready to order! Occasionally the submit button doesn't automatically open an email. If that happens to you, save the pdf and email it to heather@rickytims.com

Thank you!



-Ricky Tims





rickytims.com lizzyalbright.com 719-742-3755 info@rickytims.com