

WeCrochet Podcast Episode 40

Crochet Jobs 3 - Teaching Crochet with Arica Presinal & Pia Thadani

Heather Mann 00:00

Welcome to the WeCrochet Podcast brought to you by crochet dot com. Welcome to our crochet jobs series, Episode Three.

Katelyn Moll 00:15

Hi, I'm your host, Heather Mann, the Marketing Manager for WeCrochet, and I'm here with Katelyn, our Outreach Coordinator. Hi, Katelyn. Hey, Heather. I am so excited to be here today with you. I'm excited to because I heard that you know, some excellent crochet jokes that he would like to share. I don't know how excellent they are, but they're kind of cheesy. So that just makes it fun. So okay, here's the first one. What did the hat say to the blanket?

Heather Mann 00:49

Usually, I'm pretty good at figuring this kind of joke format out but no, don't have an answer. What did the hat say to the blanket?

Katelyn Moll 00:57

You stay here. I'll go on a-head. (drum sounds) (laughing) Because a hat goes on your head.

Heather Mann 01:03

Fog horn. No, just kidding. That was a really bad joke. That was a dad joke. That was good. Give me a mom joke.

Katelyn Moll 01:11

(laughing) Okay, I told you they were cheesy. Oh that's that's a lot of pressure here, Heather. Okay, at first, I wasn't sure about crocheting toys, but it ami-grew-on-me. (drunk sounds) Get it? Amigurumi!

Heather Mann 01:26

(laughing) I love how you said that. I just love that. Like I could hear you the look on your face when you said that it was great.

Katelyn Moll 01:34

I know. It's hard not to smile. It's great. I can.

Heather Mann 01:38

I think I said in a previous podcast recently that I have trouble finding fun sometimes. But thank you, Katelyn, for bringing the fun today.

Katelyn Moll 01:47

Oh, you're welcome.

WeCrochet Podcast Episode 40

Crochet Jobs 3 - Teaching Crochet with Arica Presinal & Pia Thadani

Heather Mann 01:50

Alright, so today, we're talking all about crochet jobs. So let's start our little conversation and talk about teachers specifically teaching crochet for money. Katelyn, do you have any ideas of where a person could go teach crochet?

Katelyn Moll 02:06

There are a lot of options that you can go and teach. Some are harder than others. And some are new with the whole pandemic that we've just experienced the last year. But some of the most common ones that you might have found are at your local yarn store. They typically have knitting and crochet classes there. Or also at like a big box store like your Michaels and Joanne's. They also have instructors that come in and teach usually more basic classes in those settings. But sometimes they get a little bit more advanced as well.

Heather Mann 02:37

That's great. Other places are what libraries, maybe a school or you could even just put together your own group, although that's probably a little bit more like work and making money than the other methods.

Katelyn Moll 02:51

Yeah. And you can also go to like events, they have teaching events, some of more local summer national events. But they have teachers there that teach again, usually in most cases, it's knit and crochet put together. And that's also a great opportunity. Or you can teach on YouTube, or other online platforms that are out there that you can make up your own classes. Now with the advent of all this online learning that we've experienced in the past year (2020).

Heather Mann 03:21

That's true, I used to be a professional craft blogger. And the reason that I did that was because I like doing all kinds of crafts. And when I do one, I do like 100 of them of the same thing over and over again. And you can only give your family like three of them. And then you're stuck with 97 extra craft things. And I didn't really like selling on Etsy or at craft fairs. So I decided that instead of making a lot of different a lot of things and just not knowing what to do with them, I would start to write down the instructions on how to do all the crafts that I was doing. So I became a craft tutorial blogger. And that's how I ended up making my money. So teaching was- teaching something that I've been doing a lot well for a long time, too. And...

Katelyn Moll 04:07

Yeah, and that's not something I really thought about. But you can teach through blog posting or blogging as well by writing tutorials for people. Because everybody does learn differently. Some people

WeCrochet Podcast Episode 40

Crochet Jobs 3 - Teaching Crochet with Arica Presinal & Pia Thadani

do better hearing it, some people do better, like watching somebody do it. And some people learn better reading it. So there really are different avenues that you can teach. And we even teach a little bit here on the podcast.

Heather Mann 04:30

So that's cool. In fact, we just got an email from a listener. And again, we've said this before, but we really appreciate hearing from you. We'd love to know what's working for you and what's not. So this email is from Sheila. Hi Heather and company. I recently discovered your podcast and I feel like I've finally found my tribe. I consider myself to be a rogue crocheter and quite often designed my own garments simply by holding them up to my body to decide if they're the right size or need a few more rows. As I've learned from your podcast, apparently I'm a process person because I couldn't tell you how many projects I've frogged over the years. Crocheting has helped me cope with a lot of life stresses, family drama, long airplane flights, etc. I've tried nearly every type of craft out there and crochet seems to be the most suited to me. Last night, my family mainly knitters, but they can crochet too, and I were talking about WIPs (works in progress). And I mentioned I was close to finishing an amigurumi project. My sister commented that she never knew how to pronounce that word. I told her I do because I heard it on WeCrochet. Thanks for your entertaining and welcoming atmosphere, Sheila,

Katelyn Moll 05:41

That's so wonderful to hear such a nice message and people are learning. And again, you can learn in just different ways and just listening to other people who do your craft is a great way because there's little tidbits that you can learn along the way, or even just learning a different way to approach it, or how things are said like amigurumi, or other terms in the industry.

Heather Mann 06:05

So today we're continuing our jobs in the crochet series and talking about how you can get paid to teach crochet. First up, I'll talk to Arica Presinal about the Craft Yarn Council's Certified Instructor Program. And then Katelyn will be back to chat with Pia Thadani from the Crochet Guild of America about why you might want to become a member of the guild and what the benefits are. A note in this episode, we throw a lot of acronyms around. So CYC is Craft Yarn Council and CGOA is Crochet Guild of America. Stick around. Do you have strong basic crochet or knitting techniques skills? Do you enjoy teaching others? If you answered yes to these questions, then it's time you consider the Craft Yarn Council's Certified Instructors Program or CIP. Since 1982, working with a dedicated staff of master teachers, more than 15,000 students have completed the course and gone on to teach in retail stores, adult education programs and to share their knowledge with friends, co-workers and families. Today I'm talking to Arica Presinal who is a designer that we crochet has worked with and is also a CYC Certified Instructor. She's here to tell us all about the program. Welcome, Arica!

Arica Presinal 07:30

Hello, so happy to be here.

WeCrochet Podcast Episode 40

Crochet Jobs 3 - Teaching Crochet with Arica Presinal & Pia Thadani

Heather Mann 07:32

So happy to have you. And you've designed for WeCrochet...

Arica Presinal 07:36

I have had the wonderful opportunity to design for WeCrochet. And I really really enjoy it. The yarn is just squishy and fun.

Heather Mann 07:45

Your most recent design was even the cover on the cover of our last issue, issue six of the WeCrochet Magazine, the Ferris Smock.

Arica Presinal 07:52

Which was so exciting for me. I've been designing for a little bit now and I've always wanted to be on the cover [of a book or magazine]. So this was a surprise and I was just so excited to see it on the cover. In its' cute little glory.

Heather Mann 08:07

It is such a fun design. It is a two color divided in the middle one side was yellow and one side is Navy. Or you could do whatever two colors you wanted. And then opposite pockets. Like a little jumper dress. Very cute. Thank you. Okay, so how did you learn to crochet? And how did you get inspired to do design?

Arica Presinal 08:27

So learning to crochet, it's still a mystery to me because no one in my family does any of the needle crafts. And I tried to ask an aunt of mine, if she knew. And the only thing that she said that she remembered is that at one point in time when I was probably about five or six years old, my mother took us to the store and we were allowed to pick one thing that we wanted. And I guess I chose a crochet hook not knowing anything about it. I don't know why I did but that's what I chose. And I guess she knew enough that I would need yarn to go with it. And next thing you know, I just remember making outfits for my Barbies. And making little tube dresses and having a little fashion shows with them.

Heather Mann 08:27

That's so cool.

Arica Presinal 08:36

I don't know how I learned. No one- I know have any memory of anyone sitting down to teach me because no one in my family knew how.

WeCrochet Podcast Episode 40

Crochet Jobs 3 - Teaching Crochet with Arica Presinal & Pia Thadani

Heather Mann 09:23

Wow. You just absorbed it.

Arica Presinal 09:24

I just picked it up somehow.

Heather Mann 09:25

The universe! Okay, well, that's interesting. So you kind of been designing since the first- the beginning of crochet because you were designing for your Barbies.

Arica Presinal 09:36

I never thought of it that way. Yes.

Heather Mann 09:38

So how long have you been designing now? I mean, professionally.

Arica Presinal 09:41

So professionally designing. I started Skeins N Sticks Designs (<https://www.skeinsnsticksdesigns.com/>) in 2017 is when I licensed to business officially. And probably about a year before that I was kind of dabbling in designing just because I would download patterns and work on patterns. And as I work in that pattern, I think to myself, 'you know what this top will look really cute as a skirt if I did this to it'

Heather Mann 09:50

Nice.

Arica Presinal 09:57

So I would end up doing things. And then I just went to the Craft Yarn Council to kind of familiarize myself with the different sizing methods and a lot of the standards. And that's kind of how I got my focus with the Craft Yarn Council because they had all the things that I needed in the beginning to kind of branch out and do my own thing confidently. So that's how that happened.

Heather Mann 10:33

For people who aren't already familiar with it, can you describe what the Craft Yarn Council is? And what it does?

Arica Presinal 10:38

I would say that it is a resource hub for yarnies. So they have, they work with a lot of the yarn companies, manufacturers, and they have all the standards that you would need for sizing and crochet hooks, needle sizes, different yarn standards, all the things that you see on the label, although they

WeCrochet Podcast Episode 40

Crochet Jobs 3 - Teaching Crochet with Arica Presinal & Pia Thadani

decipher that for you, basically. So it's just a huge resource toolbox for people who enjoy playing with yarn.

Heather Mann 11:11

Okay, so tell us a little bit about the Certified Instructor Program. How does that work?

Arica Presinal 11:16

So there's two different types of, I guess, paths that you can do for this, it CIP, Certified Instructors Program. And the one of them is the- It's called the Correspondence, where you can have several months to mail in different projects that the course wants you to do to basically see if you have the skill set to work on the item and also be able to teach it to other people.

Heather Mann 11:46

It's like a homework-kind of thing.

Arica Presinal 11:46

It's like a different kind of, yeah, there's homework assignments that you send in, and then they're graded. And you receive feedback that way. So that goes on for several months until you complete that version. And you could do levels one and two, separate at separate times, or you can do them together and just have a longer period of time to work on all the assignments. So the second one is called the Onsite version, where and that's the one that I did. And they're generally held in conjunction with a lot of the trade shows, for instance, the CGOA, the big conference they have every year, I did that in Portland a couple years back, and it's just the weekend. So during that conference, she will spend time, over three days in class learning from an amazing instructor. Mine was Barbara Benson, and she with a couple of other people, I think there's maybe 10 of us in the class. So we just went through the class and discussed how to instruct others in the yarn crafts and how to do that effectively. As well as the same thing with the- as with the Correspondence working on specific projects to make sure your techniques are as they should be, standard-wise basically.

Heather Mann 12:18

Nice. So what basic skills does a crocheter need before they try to take part in that program?

Arica Presinal 13:14

I would say it's very, it's, I guess the confidence has to go with it. So do you have the basic skill set with the confidence to build upon? Not just you know, double crochet, half double crochet? treble? Are you confident in all those things where you can... ? Are you ready to branch out to do more advanced things? Are you confident enough to be able to teach someone else to do the basic stitches. So being able to them is one thing, but having the confidence in your work is I think, key if you want to move on to the Certified Instructors Program, and learning how to effectively teach them to other people.

WeCrochet Podcast Episode 40

Crochet Jobs 3 - Teaching Crochet with Arica Presinal & Pia Thadani

Heather Mann 13:55

Okay. And then once you do get certified, what are you qualified to do?

Arica Presinal 13:59

So that once you're certified, you can work with several different retailers, if you like, you can work with other trade shows, you can do that as well without being certified in some instances. But when you have the backing of having a certification that gives you kind of a leg up because they know that you went through this program, that you had your- your skill set, challenged, and you met that challenge and also that you were taught specifically how to effectively communicate the yarn crafts to others. So the benefit of the program is that you have that backing, you have the support from the Craft Yarn Council in teaching resources if you want to continue learning about you know how to be an effective teacher and different things that may be new. Or- just all those type of things. So that's the benefit of the program and things that you can do with the backing of the [CYC] council behind you.

Heather Mann 14:58

I'm hearing you say come- you need a little confidence to get into the program. And then once you get out of the program, you'll have even more confidence to go go forth and teach.

Arica Presinal 15:08

Yes, because you have the you have the backing of the council behind you.

Heather Mann 15:12

Yeah.

Arica Presinal 15:12

Yeah, your name is added onto a database. And if they get they direct inquiries for teachers, they can definitely recommend you and things like that. So it's cool to be like a little network of people who are doing the same thing.

Heather Mann 15:30

That makes sense. So if you're, if you're qualified to instruct crochet is that something you can make money by, by being an instructor?

Arica Presinal 15:39

You can. So just from even small yarn shops, to the big trade shows, you know, you can move up, so the smaller yarn shops and even like the retail, Michaels, Joann's and things like that, you can set your own price points. And it's really about like \$40, \$50 bucks per class, depending on what you're teaching and the skill level what you're teaching. And as you move on, you'll be able to set your pricing to more-

WeCrochet Podcast Episode 40

Crochet Jobs 3 - Teaching Crochet with Arica Presinal & Pia Thadani

to correspond with your level of expertise in the subject. So and that's also is aided with the Craft Yarn Council, different subjects on to teach and to hone in to learn so that you'll be able to develop an expertise in that in that specific technique, so that you can feel confident enough to charge a little bit more to teach.

Heather Mann 16:32

Nice. Okay, so you gave us some ideas of where you could teach. You could teach at a local yarn shop or a big box store, you can get involved with trade shows and teach, you can teach at the library, or maybe even a school or you could just give private lessons. So there's lots of ways that you could turn the certification into a situation where you could bring in some income. Okay. Is there anything new...

Arica Presinal 16:59

Yes. So I have a five year old daughter and one of the ways that I can volunteer my time with the school is teaching them crocheting and knitting, so that's fun. You can do things like that. It's just for the heart-warming part of it, to teach someone else.

Heather Mann 17:14

For your own- just for your own enrichment and getting involved. It's another Yeah, that's true. Being able to be confident that you can teach in a community setting is, is good, too. I know that someone else that we talked to on a previous episode (Jo Hamilton), is a volunteer for like, a kid's a kids group, or like a queer kids group, and she teaches kids how to crochet. So there's all kinds of different ways that you could use that skill to benefit yourself and others.

Arica Presinal 17:46

Yeah, I mean, I find it as- it is definitely an outlet for me to have that creativity. My day job is all right brain. So this is my left brain outlet of just dealing with everything that's going on that can go on and funding into creating something that's beautiful to me,

Heather Mann 18:05

I love it.

Arica Presinal 18:05

and being able to share it with other people helps with that. The emotional, the mental bit of how things can get.

Heather Mann 18:13

Did we miss anything? Is there anything else that we need to know about the program? Or questions that you can think of that people have about it that we didn't cover?

WeCrochet Podcast Episode 40

Crochet Jobs 3 - Teaching Crochet with Arica Presinal & Pia Thadani

Arica Presinal 18:21

So the website is the craftyarnCouncil.com. And if you go on there, they'll be the little right hand column where you can find the CIP instructors program and you can get more specific information... that if we had missed anything, but that's where they can go to get the actual from the horse's mouth information, if you-

Heather Mann 18:43

We will have a link to that in the show notes in our blog post about this. Okay, well, it's been really good to talk to you Arica. If people want to connect with you and your work, where can they do that?

Arica Presinal 18:56

I am Skeins. So just like the yarn S-K-E-I-N-s skeins plural, N, the letter "n" sticks, so SkeinsNSticks on all social media platforms: Instagram, Facebook, Twitter, Pinterest, and my website is SkeinsNSticksDesigns.com.

Heather Mann 19:21

Thanks so much for taking time to come talk to us today.

Arica Presinal 19:24

Thank you for having me. I enjoyed it. [music starts]

Heather Mann 19:33

Heather here. Hey, Producer Sarah, have you heard about the Summer Sale?

Sarah Nairalez 19:37

Oh, I love sales! Where?

Heather Mann 19:39

The Summer Sale at knitpicks.com and crochet.com. Save up to 60% off on yarn. And it's fun because each week different yarn weights are on sale.

Sarah Nairalez 19:48

Sounds good. Good Time to stock up on yarn. Oh wait, what about tools?

Heather Mann 19:52

And you can save up to 40% on tools.

Sarah Nairalez 19:55

WeCrochet Podcast Episode 40

Crochet Jobs 3 - Teaching Crochet with Arica Presinal & Pia Thadani

Now would be a good time to stock up on supplies for holiday crafting.

Heather Mann 19:58

Oh and each week there are different deals. And freebies with purchase.

Sarah Nairalez 20:01

Oh, I love free stuff.

Heather Mann 20:03

Check knitpicks.com and crochet.com to find out all about the Summer Sale.

Sarah Nairalez 20:08

Looks like I'm going to knitpicks.com and crochet.com to stock up and save! This sale goes through July 18 2021. [music ends]

Katelyn Moll 20:21

Hi everyone, we are back and we're continuing our discussion on crochet education jobs. And I'm here with Pia Thadani. I hope I said this right Pia, who is at the time of our recording, she is the Vice President of the CGOA and the Board Liaison for the online Education and Conference Education Committees. And we cannot forget she is the blogger and designer behind StitchesNScraps (<https://stitchesnscraps.com/>). Thank you Pia so much for joining us today. We're so happy to have you.

Pia Thadani 20:53

Thank you for inviting me, this is fun. I haven't done this before.

Katelyn Moll 20:58

Yeah. And you know, we just wanted to make sure that we are continuing to help people understand the different jobs in the crochet industry. And that, you know, diversifying what you do is really the key to anyone's existence in the industry. I don't know if you want to talk a little bit about that to start off with and then we'll jump into the CGOA and everything else. But I mean, you're the Vice President of the CGOA and you're running your own business? And do you want to just talk about why you're making those choices to do more than one?

Pia Thadani 21:31

Well, it all sort of snowballs, and you don't realize you're doing it is what happens. I started just a blog, honestly, because my husband got tired of me talking about crochet all the time. And he's like, "you should start a blog, so you can talk to somebody other than me." So that is how the blog started. It was just for fun just for me. And then slowly, you start adding things to it, you know, like, I'm like, Okay, I'm gonna monetize it. And because people are actually reading it, and then it was I'm gonna start

WeCrochet Podcast Episode 40

Crochet Jobs 3 - Teaching Crochet with Arica Presinal & Pia Thadani

designing and then it was, you know, you start to meet other people and you learn more. And now I'm, you know, I'm designing for my blog, for magazines, for other stuff. I'm a certified teacher. So you know, I designed for yarn companies, and I'm going to be selling yarn on my site coming up soon. And that's something nobody knows right now. But they will by the time this is released. It's like all these little opportunities come your way. And if you can just say yes and try them out, then you end up with a very sort of diversified way of making money with the industry. And you're not stuck to any one thing. So if one thing doesn't work out, you can shift your focus to something that's, that's more interesting. So, like, during the pandemic, I went to a lot more video and a lot more YouTube videos and tutorial videos and all of that, because that's what was getting people. That's what people wanted during the pandemic time. Whereas before the pandemic, I was teaching at Joann Fabric, because in person classes were still going on, you know. So I think it's just whenever an opportunity hits you, you want to try out what's coming up as far as CGOA that is a volunteer position. So that I don't think of that as a job. But I've gotten almost everything that I've gotten out of the industry I've gotten through CGOA. So it's my way of giving back is being a board member volunteering when I can, and I really, really enjoy it. I was afraid when they first voted me in on the board, that I wasn't going to be you know, competent at it that I wouldn't do a good job, but I really loved it. And it's amazing the confidence that gives you, you know, when when you do works out, yeah, I honestly CGOA is the best thing I've done for my crochet career. Period.

Katelyn Moll 23:47

That's awesome. Awesome. So let's talk about the CGOA. And in case you don't know, for the listeners out there, we're talking about the Crochet Guild of America. And maybe you can just explain what it is, it is a membership. So maybe you could just kind of explain to us how it works, what it provides for people and tell us where we can go to find more. And just so everybody knows, if you want to find Pia's website to buy her new yarn and everything else she's got going on or any information about the CGOA we will have it in the show notes. So you don't have to rush but go ahead and tell us where we can find all the cool stuff.

Pia Thadani 24:22

Absolutely. Okay, so this the CGOA website to start out is crochet.org. And it is a volunteer organization. It's a non-profit organization. And the main goal of the organization is to expand crochet, and, you know, teach new people to crochet and also to educate crocheters. So it's it's very much an education focused organization, with also things for growth for professionals as well. But it's not just for professionals. A lot of people hear crochet guild and they think, oh, that's not for hobbyists. That's only for professionals. It's both, I like to say if you crochet at all, you should be in the CGOA. If you know what a crochet hook is, you should be in the CGOA. It's a very cheap membership for the base membership, there are higher tiers for professionals and for businesses and corporate memberships. But the base membership is really cheap. Um, I could be wrong on the price. But I want to say it's like \$35 for the digital membership and \$40 for the, if you want the physical magazine that it comes with. It comes with Crochet Magazine, you get a subscription to that with your membership. And just the

WeCrochet Podcast Episode 40

Crochet Jobs 3 - Teaching Crochet with Arica Presinal & Pia Thadani

discounts that you get on classes and conference and all of that stuff pay for your membership, easily and then some.

Katelyn Moll 25:46

Yeah, and you can always try it out. And if it's not the fit for you, you know, that makes it a great entry point like with it's so low, there's so many opportunities within the CGOA, not only for your education, but I think the most about CGOA is like the connections that you can make with other crafters, other designers, other businesses that are out there, like it really does span more than just one group of people that it's serving.

Pia Thadani 26:13

Absolutely. When I first started out in the sea, CGOA I remember taking classes on pattern writing, on writing proposals for publishing patterns, I met everybody that I dealt with as far as getting patterns published in magazines at CGOA. So all of those contacts came from going to the CGOA Conferences and doing the professional track of things that they have at the conferences. Which are professional development day, which is a whole day right at the beginning of conference that's focused on professional topics and professional education. And then they have a design competition where you can enter your own designs to win prizes. And the the magazine editors and book editors that are there at the conference are looking at these designs. So if your design is in the top tiers, they will actually come seek you out and say, hey, I want to put that design in my magazine. So that's a great way to get in as well. And then there have the editorial meet and greets at the conference. So the physical conference, when we were able to have that was a really great way to network and find business opportunities. The virtual conference has been not as much on that. But this should be the last year (2021) that we're doing virtual. So starting next year (2022), we should have a lot more of the professional opportunities back at our enter physical conference again.

Katelyn Moll 27:35

That's awesome. But the virtual aspect of learning and education is still a great thing that we can learn from in this wonderful time. I mean, it's helping not only the people who are teaching to be able to adapt to the different environment, but also helping you learn in a different way, as well. So can you tell us a little bit about the CGOA classes that are offered? Let's talk about virtually right now, since that's kind of what's being offered since we don't have the in person?

Pia Thadani 28:07

Well, and the way this happened was when we were scrambling last year for our first virtual conference. We didn't know what to do for classes, we decided to take all the the teachers that we had planned for conference. And we just went to them and said, "Could you please teach something online, we don't care what we don't care how just teach something online. So we can have classes for a virtual conference." And those classes went over so well. Everybody loved them. And we were like, this is an opportunity going forward to reach out to people who can't necessarily make it to the conference and all

WeCrochet Podcast Episode 40

Crochet Jobs 3 - Teaching Crochet with Arica Presinal & Pia Thadani

that. So we put together this year, a new committee for online education, that is ongoing online education outside of conference. So we have two completely separate education tracks. Conference education, we try to pick people who have been in business a very long time, who have been to the conferences, who have enough classes, they can teach that they can fill a full conference schedule, because it is cheaper for us to fly one person down to teach six classes, then to fly six people down to teach one class. So we're limited that way with conference we have to get somebody who can make it worth it, fill the whole schedule. With the online education what that's given us the opportunity to do is we can have a teacher teach one class. So if there's a teacher that we're really excited about, that we know is really good at this one technique, but we've never maybe had classes with them. We don't know their teaching style that well. We can still select that teacher. I mean, we do vet them we look at their videos, we look at their their work that they've done. But it gives us that extra level of vetting that we can now see how was the teaching experience did how did the reviews come back? Did people like the class and if so, Then maybe that's a new teacher that we can bring to conference with a full schedule. Next time we have conference. So it's helped out for that for kind of a feeder program to get new teachers in for conference, at least that's part of the goal. But the other goal is to reach people who don't make it to conference. So if you don't, and we're getting people all over the world now to so you might see them in England, and you can't fly out to one of our conferences. But you can certainly take the class online, and now you have access to these classes that you wouldn't otherwise have.

Katelyn Moll 30:32

Right. That's awesome. So since you're getting, you know, these new, maybe not, I don't want to say unknown, but that haven't been at the CGOA before and they're coming in and they're teaching for you in these virtual classrooms. Maybe you can talk about like how a designer can take what they know and present it to be able to teach with you, or even from the aspect of you said you were teaching at Joann's when you were able to be in person. So how does a designer kind of think about that as a different avenue of revenue for themselves?

Pia Thadani 31:05

Sure. Let me start with the CGOA classes. There is an online proposal form where you can submit and I'm I don't want to make it sound like we're hiring an experienced teachers for it. We're just hiring teachers who may not have experienced with us, there is a spot on the forum where it says, 'Have you taught this class before?' 'Have you taught before?' 'What's your teaching experience?' And the teachers that we're hiring have usually taught the class locally in local yarn stores, or they've taught it online for other programs before? So it's generally not somebody who's never taught this class before? You know what I'm saying? We've got, we want some level of teaching experience. And we want to know, they can teach on Zoom as well. So where do you get that experience if you've never done it before, right. And that was the situation I was in, I decided to take the CYC teacher certification course. What happens when we have the physical conferences is the CGOA partners with the Craft Yarn Council, the CYC, to have their course for teacher certification happen right after the conference. So you stay a couple extra days after the conference. And you can take the certification course. Part of

WeCrochet Podcast Episode 40

Crochet Jobs 3 - Teaching Crochet with Arica Presinal & Pia Thadani

taking this course and passing it and getting your certification, is having in person teaching hours or certified teaching hours, I think they went to a virtual teaching hours were allowed during the pandemic. But so in order to get those teaching hours, that's where I went and taught it, Joann. So and I know the CYC- I don't know any details about it, but I know they have some sort of partnership with Michaels. So you might be able to get your hours teaching there. But that really is an invaluable resource to actually teach a little bit before you try to teach a big conference class or a big virtual class. Because you learn more from doing it, you know, you can take all the classes you want, but you're going to learn the most from doing it. So find, find friends to teach, go do a volunteer teaching session at like a senior facility or something like that. There's all sorts of opportunities. Park districts sometimes have opportunities. Local community colleges sometimes have opportunities for you to teach, paid or unpaid, getting that experience will then let you in the door for some of these bigger opportunities. And like I taught this past year, during the pandemic, there was there's a kid, I shouldn't say kid, he's, well, he is a kid, he's 14 years old. He's a high school student at the high school, I went to, local. And he decided to set up a program of online classes in just all sorts of hobbies for seniors, so that they had something to do during the, so they weren't alone, you know, during the pandemic. And so I taught a class for that. And that was a lot of fun. So it wasn't paid, or anything. But there's lots of opportunities to do that kind of thing to get your feet wet.

Katelyn Moll 34:00

That's awesome. And so my next question, though, is, you're a designer, and you did this teaching. I'm not a designer. Does that make a difference?

Pia Thadani 34:11

Yes.

Katelyn Moll 34:11

Like I love crochet, I love to teach other people. So Can people who aren't designers? Do they still fit into that teaching aspect that that's a way to be in the industry?

Pia Thadani 34:20

Absolutely, you do not have to be a designer to teach. The only thing you have to be careful of is you can't teach somebody else's design without their permission. You can't take a random pattern you found free and distribute it to your class. Now most designers will say just have each of your class each of your students get the pattern themselves. And then you're welcome to teach it. You know, that's that's what I say just have the students download the pattern themselves and then you're welcome to teach from it from any of my designs, but it's not okay. Especially I've seen teachers Xerox patterns out of books and pass them out. They're students. And that's a serious copyright issue. So you want to be careful of that, if you're not designing your own pattern to teach from, you want to make sure you have the right permission to use the pattern you're using.

WeCrochet Podcast Episode 40

Crochet Jobs 3 - Teaching Crochet with Arica Presinal & Pia Thadani

Katelyn Moll 35:11

Right. And just to clarify, so everybody's on the same page, if it's a pattern from a book that you want to teach, you would have everybody in the class purchase the book, if it's a pattern--

Pia Thadani 35:20

That or reach out to the publisher, and they may actually send you a copy for the class, most, most publishers and most designers are more than happy to have you use their pattern in the class because it introduces the students to the pattern, but you just need the permission first.

Katelyn Moll 35:38

Right. And, you know, if you're downloading the pattern from Ravelry, or some other thing, because it's a paid pattern, again, talk to the designer, but everybody should be purchasing it. And even if it's a free pattern, every individual student should be going to the website to get that free pattern. Because that's how designers are making their money on that end is from the traffic to their website. Just wanted to make it clear on why it's so important not to just download a pattern, make a copy of it, and just be passing it out to people, even if it is a free pattern.

Pia Thadani 36:10

Absolutely. Like almost all my patterns are free on my website, and I make the money from the advertising. But I do understand some people like PDFs that they can print, so I sell the PDFs, not I not selling them for the value of the pattern, I'm selling them for the value of the advertising I would otherwise have gotten. So they're they're pretty cheap. But that way, it's like I either get that money from you downloading the PDF, or I get that money from you visiting the site and working the pattern on the site several times, you know, so yeah, there's there's a lot of different ways to get the money from the patterns that way.

Katelyn Moll 36:44

Right. So okay, so let's just kind of recap here about the CGOA that if people know what a crochet hook is, they should go join and become a member of the CGOA. [laughing]

Pia Thadani 36:56

Yes, because there's learning opportunities for everybody. We even have Oh, and this is exciting. We just started another master's program. So the CGOA has master certifications. And you can get a master certifications and advanced crochet stitches and techniques, which has been around for years. But just I want to say it was last year or the year before, we just started a fundamentals program. So you can get a master certification in fundamentals. So you are a master of crochet fundamentals. That is a great program for someone who's just started crocheting, to learn the fundamentals and learn them right and well and master them and then move on to advanced crochet stitches and techniques.

WeCrochet Podcast Episode 40

Crochet Jobs 3 - Teaching Crochet with Arica Presinal & Pia Thadani

Katelyn Moll 37:39

So that's perfect. So you can start anywhere in your crochet journey and find value in the CGOA in their memberships. You can take a bunch of classes to help you keep moving forward, they have opportunities to potentially teach with them, you know, going through all your credentials and everything. But so there's a lot of opportunities with the CGOA to continue your education to also continue to share your love of crochet. And it's just an awesome organization that you should totally check out and don't discount, teaching others as another job opportunity within the industry that you're able to do whether it's in person or virtually.

Pia Thadani 38:17

Absolutely.

Katelyn Moll 38:18

So could you tell us one more time? Well, not the last time because it's in the show notes, but how can they find information about you and your business and the CGOA

Pia Thadani 38:29

So I am StitchesNScraps and stitches, and then the letter n and then scraps. So my website is StitchesNScraps.com. And I'm on pretty much all the social media except for Twitter, I really, really don't like Twitter. So you can find me on Instagram, Pinterest, and everywhere you look just look for StitchesNScraps. And you'll find me as far as the CGOA a start at crochet.org. And from there, there's all sorts of information I will tell you, if you're not a member, you only see about half the website. There's a lot of members only section on the website. If you are a member, make sure you're logging in to see all of the information that's available about conference and education and all of that stuff.

Katelyn Moll 39:16

Wonderful. Thank you so much for joining us today and sharing this information. We are so happy to be able to help people in their journey into the crochet industry and the jobs that they can have and we appreciate you helping to shed light on this aspect of it. So thank you so much for your time, and we'll talk to you again soon.

Pia Thadani 39:36

Sounds good. Thank you. [music starts]

Heather Mann 39:40

The WeCrochet Podcast is produced and hosted by me Heather Mann. This episode includes Arica Presinal and Pia Thadani. This podcast is produced and edited by Sarah Nairalez

Katelyn Moll 39:51

WeCrochet Podcast Episode 40

Crochet Jobs 3 - Teaching Crochet with Arica Presinal & Pia Thadani

Production Assistance by Remi Ostermiller Transcripts by Michelle Fitzgerald Camden Hill and Zoey Stencil make our artwork.

Heather Mann 40:00

Katelyn Moll does our Outreach. Regan Nishikawa is our photographer. Cathy Hut is the Marketing Director for Knit Picks and WeCrochet

Katelyn Moll 40:07

We recorded this episode in our homes in the Pacific Northwest and the East Coast where we've got our stitch dictionaries open with our yarn and hooks out. A big thank you to our friends over at Connecting Threads and Knit Picks where we're all keeping the craft in crafting.

Heather Mann 40:22

And From everyone here at WeCrochet, thank you for joining us. The views and opinions expressed in this podcast are those of the individual participants. They do not necessarily reflect the opinions or views of Crafts Group LLC or Premier Needle Arts.

Katelyn Moll 40:37

All the yarn, tools, and patterns mentioned in this episode, along with all the inspiration a crocheter could need can be found on our website at crochet.com.

Heather Mann 40:47

If you'd like to be on our podcast, leave us a voicemail. We'll be using your calls in later episodes. To leave a voicemail call 360-334-4847 and record your message. You can also record a Voice Memo on your phone and email us that audio file at podcast@wecrochet.com

Katelyn Moll 41:10

Like and follow us on your favorite social media platforms: Facebook, Twitter, Instagram, Pinterest, TikTok and Youtube

Heather Mann 41:19

Rate and review us wherever you listen to this podcast. It really makes a difference and helps others find us.

Katelyn Moll 41:25

Keep crocheting and we will too because WeCrochet. Okay, what do you call an unmarried stitch? A single crochet.

Heather Mann 41:44

WeCrochet Podcast Episode 40

Crochet Jobs 3 - Teaching Crochet with Arica Presinal & Pia Thadani

Good one um, you should do that one.