



## *My career in knitting*

# Jill and Susan know why



Jill and Susan Wolcott's company name says it all: "Why to Knit!" In fact, they believe any reason to knit works: to generate knitted articles for one's self or others, as a creative process, for the meditative nature of knitting and as a way for knitters to connect with each other.

The sisters created Y2Knit, a yarn store in Funkstown, Maryland and an **online knitting destination** in 2001.

Living on opposite U.S. coasts — Jill lives in San Francisco and Susan outside the Washington, DC area in Maryland — the sisters find electronic communication enables and enhances their relationship and business operations. With a time difference and each having their own space, they function independently on a day-to-day basis and have powerful, high-energy, planning sessions when they get together several times a year.

In addition to a weekly business meeting by phone, Jill and Susan communicate several times a day by email. Susan's day starts by checking to see what Jill sent at the end of the previous day, and she sends emails that greet Jill when she starts her day three hours later.

As Creative Director Jill brings a background in fashion design, product development, pattern making and clothing construction to the Y2Knit pattern line and Knitting Getaway workshops.

As Director of Events and Operations, Susan brings a managerial and operational background to all other operations of Y2Knit, including events, wholesaling, and the Y2Knit yarn shop and Web site. She collaborates with Jill on creating workshops for events.

Y2K includes a blog authored by the sisters and offers a line of almost 100 designs for women and children, including sweaters, ponchos, hats, bags, accessories, scarves and shawls. The patterns feature complete right and left shaping.

This year they've published, *YNotKnit, Step-by-Step Instructions for Continental Knitting and Knitting Basics*. According to the sisters, they decided to write this book because they could find no instruction books strictly about Continental knitting. The book contains information to teach the mechanics of Continental knitting as well as beginning knitting projects and information on reading patterns, making increases and decreases and adding yarn to a knitted piece.