

DRAPERY & DESIGN PROFESSIONAL

Volume 2010, Issue 6



Serving the Custom Home Furnishings Industry since 1993

DRAPERY & DESIGN
PROFESSIONAL

a publication of the
CUSTOM HOME FURNISHINGS ACADEMY

Editor-in-Chief
Margie Nance

Communications Director/Sales
Michele Williams
Michele@CHFACademy.com

Layout Editor
Steven Nance

Director/CEO
Jeanelle Dech
Jeanelle@CHFACademy.com

DRAPERY & DESIGN PROFESSIONAL is a bimonthly trade publication specifically for those who sell, design or create custom window treatments, upholstery, slipcovers and related services. Contributions from readers are welcomed. We look for articles that teach new techniques, inspire readers to tackle new projects and inform readers of current trends in fabrication and design.

To request submission guidelines, please e-mail Editor@DraperyandDesignPro.com.

To request a media kit, please contact the communications director.

MAGAZINE ADVISORY BOARD

Holly Buccarelli, Sue Sifakis, Wayne Chaif, Khindu Blessing Elke-spiff (Kiki), Kelly Geraghty, Tony Hollingsworth, Charlene Jones, Kate Kissell, Kelly Meuller, Marci Pelot, Angela Schneier, Linda Shearer

CHF ACADEMY
13900-F South Lakes Dr.
Charlotte, NC 28273
704-333-4636 phone
704-333-4639 fax



From the Editor-in-Chief



It's hard to believe that the holidays are here again. This month I'd like to share a special story I found sometime ago. As you run around like crazy finishing up your customers' orders while juggling your own holiday schedule, remember that life is about appreciating the small things, and it's a special feeling when those you love appreciate them, too.

I Wish You Enough
By Author Unknown

Recently I overheard a father and daughter in their last moments together at the airport. They had announced the departure. Standing near the security gate, they hugged and the father said, "I love you, and I wish you enough."

The daughter replied, "Dad, our life together has been more than enough. Your love is all I ever needed. I wish you enough, too, Dad." They kissed and the daughter left.

The father walked over to the window where I was seated. Standing there I could see he wanted and needed to cry. I tried not to intrude on his privacy, but he welcomed me in by asking, "Did you ever say goodbye to someone knowing it would be forever?"

"Yes, I have," I replied. "Forgive me for asking, but why is this a forever goodbye?"

"I am old, and she lives so far away. I have challenges ahead and the reality is — the next trip back will be for my funeral," he said.

"When you were saying goodbye, I heard you say, 'I wish you enough.' May I ask what that means?"

He began to smile. "That's a wish that has been handed down from other generations. My parents used to say it to everyone." He paused a moment and looked up as if trying to remember it in detail, and he smiled even more. "When we said, 'I wish you enough,' we were wanting the other person to have a life filled with just enough good things to sustain them." Then, turning toward me, he shared the following as if he were reciting it from memory.

"I wish you enough sun to keep your attitude bright no matter how gray the day may appear.

I wish you enough rain to appreciate the sun even more.

I wish you enough happiness to keep your spirit alive and everlasting.

I wish you enough pain so that even the smallest of joys in life may appear bigger.

I wish you enough gain to satisfy your wanting.

I wish you enough loss to appreciate all that you possess.

I wish you enough hellos to get you through the final goodbye."

They say it takes a minute to find a special person, an hour to appreciate them, a day to love them; but then an entire life to forget them. Remember to tell your family and friends that you wish them enough!

Happy Holidays and I wish you all enough!

Margie Nance

In preparation of this magazine, every effort has been made to offer the most current, correct, and clearly expressed information possible. Nevertheless, inadvertent errors may occur. DRAPERY & DESIGN PROFESSIONAL and its representatives disclaim any responsibility due to typographical errors and accuracy of the information that may be contained in this magazine. No part of this magazine may be reproduced in any form without written permission from the publisher.

Table of Contents

Volume 2010 Issue 6

Learn

- 7. BasketWeave Cornice - D. Preston
- 22. Skirting a Pedestal Sink - D. Cash
- 30. Fabric Origami Embellishments - D. Saunders
- 48. Portable Pinning Wall - J. Peters
- 56. Upcycled Bags - L. Bernstein

Share

- 6. From the Bookshelf - N. Letts
- 14. Corded Window Treatment Safety FAQ - J. Abbott
- 28. Rising to the Challenge - K. Thomas
- 44. What is Custom? - A. K. Johnson
- 46. Decorating, Updating and Staging - P. Overton
- 58. Decorative Nailing - L. Medford
- 62. Shoptalk - S. W. Schurz

Inspire

- 34. Windows of Beauty
- 66. From the D&D Pro Network

Prosper

- 24. The Business Model - S. Devaney-O'Neil
- 40. Collaborate With Clients and Designers Online - D. Green

Meet

- 12. Spotlight On - J. Peters
- 20. Spotlight On - J. Moore
- 52. Orion Vendor Profile
- 64. Meet the Writers

Collaborate With Clients and Designers Online

Part Three

By Debbie Green
Hendersonville, TN

People ask me all the time, "How can I allow a client to view my renderings without sending them via e-mail?" E-mailing a rendering to a client before you collect a deposit is risky since it gives the client an opportunity to shop your design concept. After all, our time is part of how we get paid. Using a Google Doc Presentation is a great solution in today's world of technology. Not only does Google Apps host your e-mail, and allow you to do spreadsheets and documents, it also allows you to create presentations.

Creating presentations in Google Apps is fast and easy. In fact, all you do is upload JPEG images, resize and position the images on the slide to achieve the desired results and — *voila!* — you have a presentation ready to share online with your client.

What are the advantages of sharing your presentations live and online?

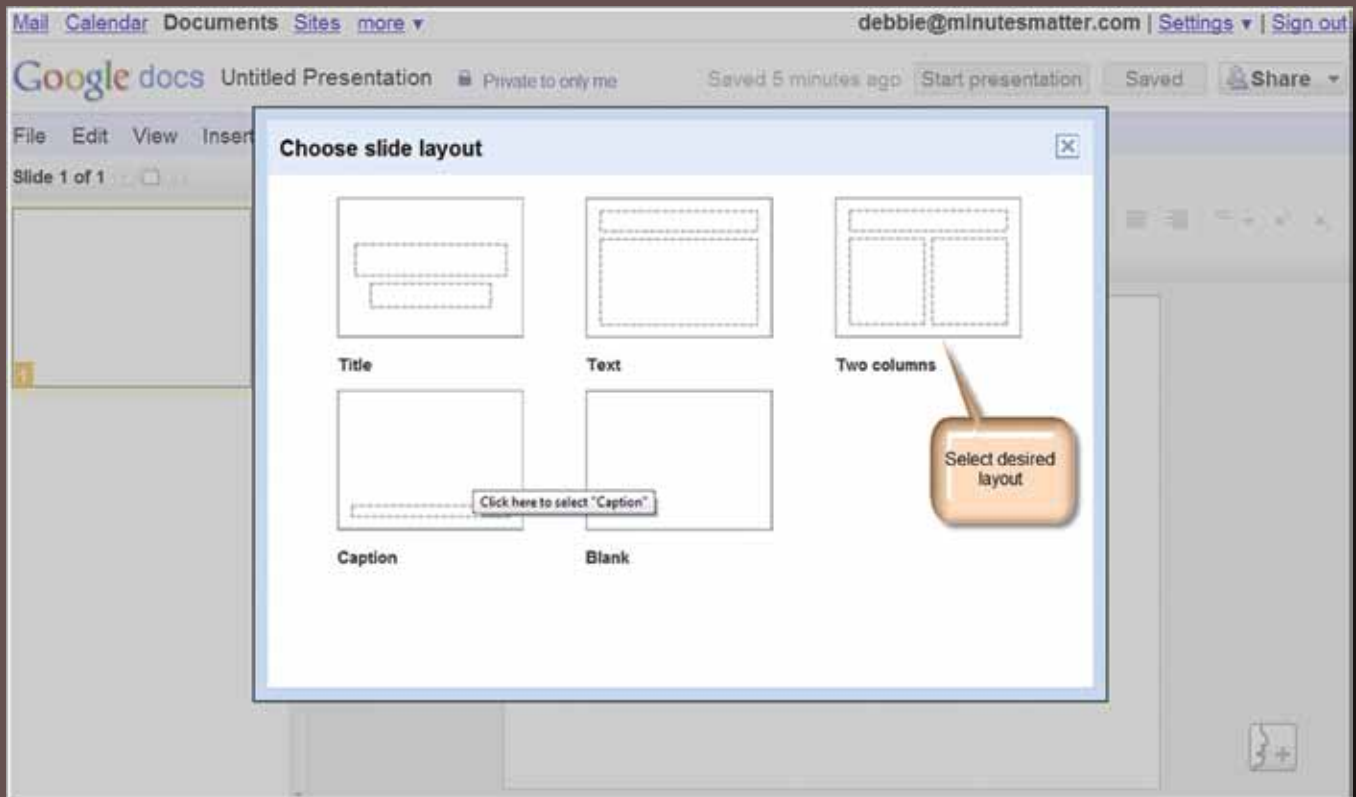
1. You can control and prevent your client from saving your design ideas to his or her computer.
2. It allows you and the client to look at your ideas together online. You can instantly address any questions or concerns your client may have.
3. You will totally impress your client by being tech savvy and presenting a professional presentation.

Here's how to create a Google presentation: In your Google account click on **Documents** (located in the upper left corner) > **Create new** (see screenshot below) > select **Presentation** > **name** the document after it opens. Google automatically saves a named document within seconds after you make any and every change. I love this feature! Your document displays your last save time in the upper right corner. Note: When your computer isn't connected to the Internet your document is *not* being saved on Google's servers.

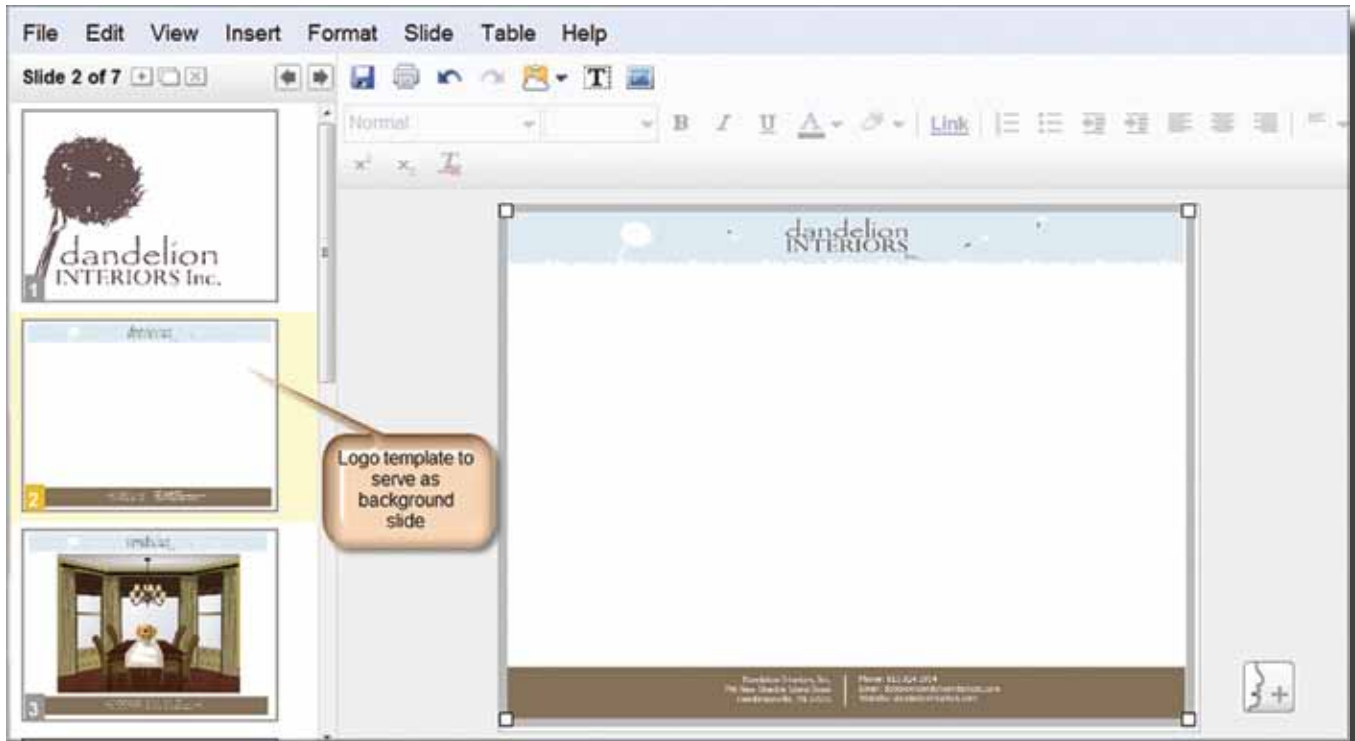


Now that you have named your file, you're ready to begin adding text and images to your presentation.

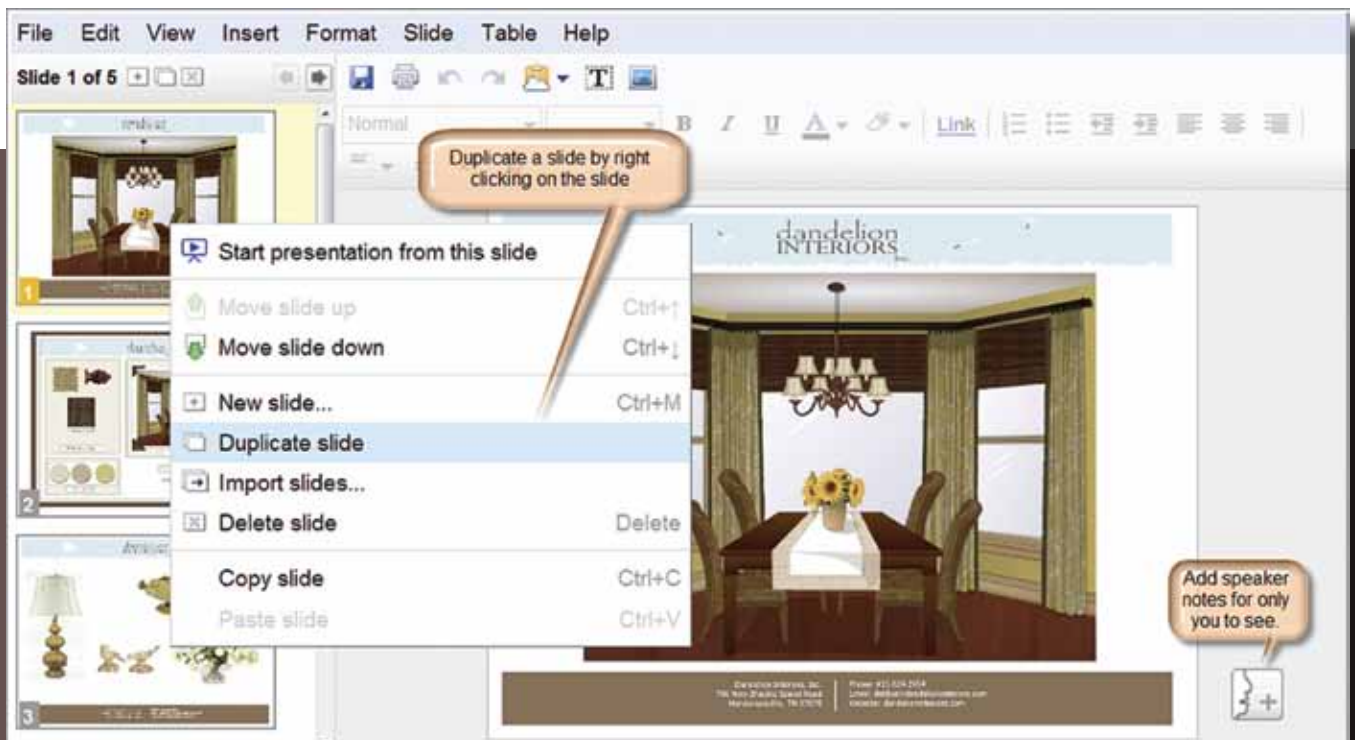
- **Create a Cover Slide:** You can insert just your logo or you can insert your logo and text with the client's name and project. This slide will serve as a template for all of your online client presentations. (See Screenshot 2 at top right.)
- **Add Additional Slides:** Right click on Slide 1 and select **New Slide**. Then select an appropriate layout. Google has five preset layouts to choose from. (see the screenshot at right, bottom.)
- **Add Images:** Add any image by clicking on **Insert** > select **Image**. Images can be added from your computer. You can also add images from URLs such as fabric vendor websites, or get a URL from any image you've uploaded to your photo websites, i.e., Picasa, Shutterfly, Flickr, etc. Instead of uploading the image from your computer you would copy the URL directly from the image located online. To copy a URL from an image located online, right click on the image and select **Copy Image Location**, then paste into the URL text box. Warning: Only use images you have a legal right to use. Images posted on vendor sites are probably OK to use in these cases, but when in doubt, contact the vendor to ask permission.



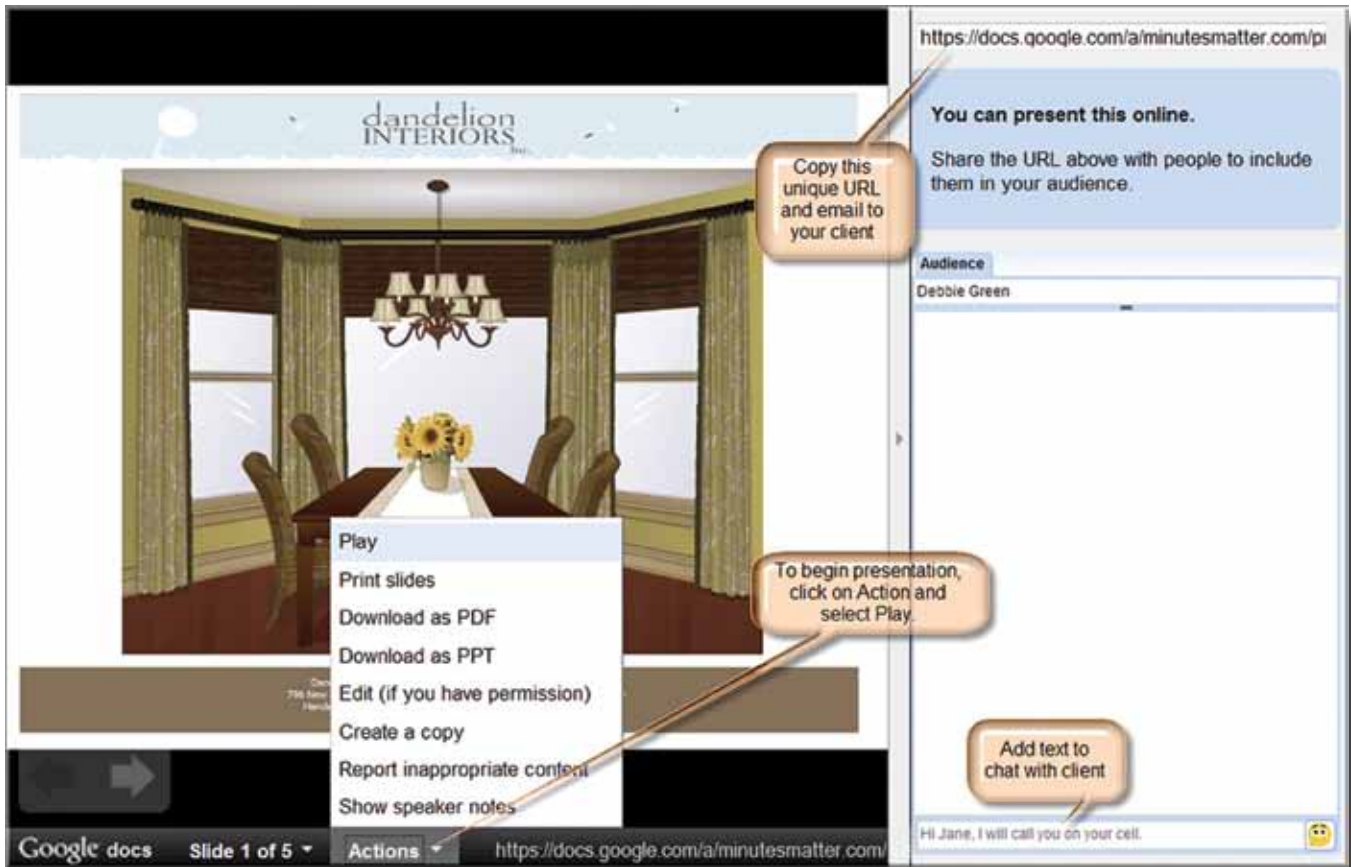
- **Create Your Logo Template:** I recommend creating a logo template to serve as a background for almost every slide. You can create your logo template in a graphic software program such as Minutes Matter Studio. Once a logo template has been created, export it as a JPEG and insert it as an image in your Google presentation. Add JPEG images on top of your logo template. Select the **Blank** slide layout to insert your logo template. (See the screenshot below.)



- **Duplicate Slide:** Continue adding more slides by duplicating the logo template. Add JPEG images such as renderings, fabric images, furniture and accessories on top of the logo template.
- **Speaker Notes:** Add any information you would like to discuss with the client. These notes will be private to you. (See the screenshot below.)



- **Share the Presentation:** Click the **Start presentation** button. Once the presentation window opens you can copy the URL and e-mail it to your client. Once the client clicks on the URL, you and the client will be able to view the presentation together. Call the client to discuss the details over the phone or use the chat log and chat online. (See the screenshot below.)
- **Share the Presentation (Option 2):** You can also share the presentation by clicking on the **Private to only me** located next to the name of your document. When you choose this method, the recipients will be able to download and print the presentation. In other words, it will be a downloadable file for them to save to their computer and, potentially, take elsewhere. ✂



WT501-From Design to Installation with Cathy Tucker

February 4-8, 2011



With the guided assistance of an experienced workroom manager, students have the rare opportunity to complete a total project with a decorator and client....from design to installation. The class coincides with Joanne Lenart-Weary's hands-on decorating class. Students will experience the real-life scenario of partnering with a decorator to design and sell window treatments. Students will measure windows, create renderings of proposed designs, price labor, create work orders, shop for fabric, fabricate the chosen window treatments and oversee the installation. Students will practice communicating with decorators/designers and clients from the workrooms perspective. And as with any real-life client experience, students will learn to troubleshoot a variety of challenges, including a one week installation deadline. Whether you are a wholesale or retail workroom, this hands-on experience will prove invaluable to your business communication and efficiency.



Meet The W



Jenna Abbott is the sole proprietor of Sew Elegant by Jenna, a to-the-trade workroom founded in 2001 and located in Sacramento California. She is a founding member of the Northern California Chapter of the WCAA, the Executive Director of the National WCAA and a proud alumnus of the Custom Home Furnishings Academy.



Ann K. Johnson has owned her home-based wholesale/retail workroom since 1992. She is the author of two books on drawing swag patterns: *The Professional Workroom Handbook of Swags, Volumes 1 & 2*. Ann is a representative for Evan Marsh Designs, creators of dreamDraper and Quick Quote, and a specialty instructor at the CHF Academy.



Lorraine Bernstein is the owner of Creative Drapery Designs in Wilmington, NC, and Full Moon Canvas Company in New Bern, NC. A one-person workroom offering design, fabrication and installation services, she's also a designer for Custom Decorators. Lorraine also founded the WCAA Southeast NC Chapter and is currently president.



Nancy Letts is the owner of Pine House Drapery, a full-service workroom started in 2001 and serving interior designers and a few retail clients in beautiful northern Michigan. Nancy is a member of the D&D Pro Network, DraperyPro and WCAA, and is a CHFA Career Professional in Slipcovers.



Donna Cash operates a workroom in Flowery Branch, GA. She's a 20-year veteran of the window coverings industry and has an associates degree from the Art Institute of Atlanta. She's a WFCP Associate, and a member of WCAA, DraperyPro and the Designers Workroom Council in Georgia. Donna is also a certified yoga instructor.



Laurie Medford is the Business Development Manager / Expert Services for Rowley Company, the leading supplier in the interior design industry. Before joining Rowley, Medford owned Centsible Creations, a professional design, fabrication and installation company for both wholesale and retail customers. Medford is an instructor for Custom Home Furnishings Academy and is member of WCAA and WFCP.



Sarah Devaney-O'Neil is the owner of Storibook Designs Inc., a custom home furnishings and design business providing design and advice for both residential and commercial clients. She has 20-plus years of leadership experience, including sales training and upper management positions for two large home furnishings retailers.



Patsy Overton In January of 2007 Patsy set out to get her real estate license. While on a class break one day, she stumbled upon a book on home staging, read the whole thing that night and declared the next morning, "This is what I want to do!" She became accredited shortly thereafter and hung her shingle in August. She has been happily staging and decorating ever since.



Debbie Green is the owner of Dandelion Interiors and founder of Minutes Matter. Her philosophy is "Systematize your business by doing the same thing the same way." She conducts seminars at D&WC conferences and International Window Covering Expos. She is also a Certified QuickBooks Pro Advisor.



Judy Peters owns Palmetto Drapery, an award-winning custom workroom located in Anderson, SC. A graduate of Clemson University, she has more than thirty years of leadership experience, and has been in the window coverings industry since 1995. Judy is a member of WCAA and WFCP, and is a CHFA Career Professional. Visit her website at www.palmettodrapery.com.

riters



Diane Preston has owned Diane's Interior Creations, an award-winning workroom, since 1993. She's a member of WFCP, WCAA of Middle Tennessee and WAA. Diane is "committed to excellence and elegance" in every window treatment, bed ensemble, pillow or cushion made. See her online portfolio at <http://picasaweb.google.com/dianesinteriorcreations>.



Dawn Saunders is the owner of Lake-Works on Smith Mountain Lake, Virginia. Her company started in 2009 after retirement from a corporate career. Dawn holds an advanced degree in Chemical Engineering. During preretirement vacations, she attended CHF for many courses. She completed the Interior Design Program and the Landscape Design Program at the University of Richmond. Dawn offers clients complete indoor/outdoor home design.



Susan W. Schurz is Brand Experience Manager for Rowley Company. Prior to joining Rowley, Susan owned Tavern Hill, a professional drapery workroom founded in 1988. She is an instructor for CHF Academy and a popular industry speaker. Susan has been featured in many books, magazines and CHF Academy workroom videos. She's a member of the WCAA and a WFCP Expert.



Kathleen Thomas Treadle to industrial, Kathleen loves all sewing. Theatre was her first love and started her path to professional sewing. Kathleen now owns Drape Works and makes her living with home decor, stepping out to take the occasional theatre costume or contract. Kathleen lives and works in Red Deer, AB.



Want to see your picture on this page?

We're always looking for writers and contributors to our magazine. Consider shooting step-by-step photos of your projects that you consider interesting. Or, perhaps you market your work or organize your workroom in ways no one else has thought of. We'd like to know that, too. If spelling and grammar are holding you back, don't worry. We have a great editing/proofing staff that can provide assistance. Please e-mail Michele at Michele@CHFACademy.com if you have article suggestions or want more information.

Here are a few areas to consider when suggesting articles:

fabrication for window treatments, slipcovers, cornices, pillows, bedding, etc.

installation

business

organization

inspiration

charitable donations of time, talent, energy, resources



Michele Williams
Communications Director
CHF Academy

From the D&D Pro Network

Thank you all for making our webinars such a success in 2010 with your attendance. We will be continuing our webinar series in 2011, with all webinars to be held the third Tuesday of each month at 8 p.m. Eastern. If you're a Professional Network Member, you'll have access to these webinars as part of your membership. If you're a Basic Member, you may choose to purchase webinars either individually (\$20 each) or as an upgrade package (\$50 for all 12 webinars). The website for the renewal is <http://store.chfstore.com>. If you're unable to attend any of the webinars, don't worry. Each webinar will be recorded and available for viewing at your leisure. Webinars will be located on the 2011 Webinar sub-Forum. Mark your calendars now to join us.

January 18	Sustainable Fabrics
February 15	Hand Smocking Techniques
March 15	History of Window Treatments
April 19	What Are You Worth?
May 17	Rod Pocket Returns
June 21	Long Distance Relationships – Designer/Workroom
July 19	Industrial Machine Maintenance
August 16	Working with Challenging Clients While Keeping Your Sanity
September 20	Mastering Sheers
October 18	Extraordinary Bedspreads
November 15	Upholstery Skirts
December 20	Members' Choice

