

# DRAPERY & DESIGN PROFESSIONAL

Volume 2013, Issue 3



Serving the Custom Home Furnishings Industry since 1993

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DRAPERY & DESIGN PROFESSIONAL MAGAZINE  
A PUBLICATION OF THE CUSTOM HOME FURNISHINGS ACADEMY

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**Laurie Medford** is the customer engagement manager for Rowley Company. Before joining Rowley Company, Laurie owned Centsible Creations, a professional design, fabrication and installation company for both wholesale and retail customers. Laurie is an instructor for Custom Home Furnishings Academy and is a member of WCAA and WFCP.

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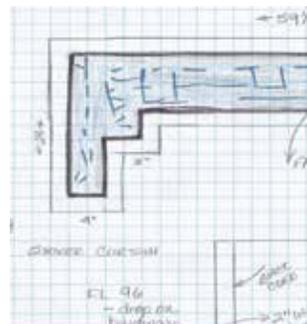
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**Anita Boetsma** has been involved in the interior design and window treatment business for more than 26 years. Anita has taught at the Custom Home Furnishings Academy. She writes for several industry publications as well as presenting seminars and webinars. Anita is currently the director of education for Helser Brothers.

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**Beth Hodges**, owner of Beth Hodges Soft Furnishings, a wholesale workroom servicing high-end designers both locally and around the country. Beth is a Certified Window Treatment Consultant, Certified Workroom Professional, Window Fashions Certified Professional Expert and the Past President of the Window Coverings Association of America. Contact Beth at [beth@bethhodes.com](mailto:beth@bethhodes.com).

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**Merlyn Corcoran** consults for Minutes Matter Solutions as the company's Studio coach and webinar host, and serves as the unofficial "mother hen" of the CHF Forum. After owning and operating a retail workroom for 26 years in Massachusetts, Merlyn and her husband Bourke retired to California where they are enjoying their four grandchildren and the sunshine.

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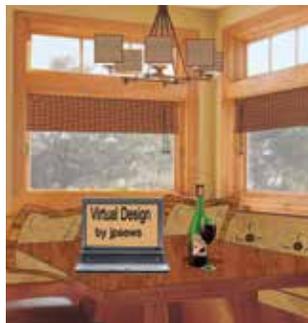
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**Karen Howland-Walker** owns KH Window Fashions, Inc., a full service interior design business founded in 1995 and providing in-home design services, custom window treatments, bedding, upholstery and decorative accents. KH Window Fashions, Inc. is a Showcase Priority Dealer for Hunter Douglas window coverings and a member of the WCAA.

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**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 specialty instructor at the CHF Academy, and a representative for Evan Marsh Designs, creators of dreamDraper and Quick Quote.

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**Judi Turner** has been owner/designer for Domicil Design in Dover, NH since 1992. Starting business in Germany, global inspiration continues to be an interest and influence. Domicil Design is a resource for clients looking for custom treatments, slipcovers, DIY supplies and soft furnishings. Judi is the current president of the WCAA Virtual Chapter.

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**Donna Cash** operates a workroom in Flowery Branch, Ga. She's a 20-year veteran of the window coverings industry and has an associate 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 the pillow and bedding instructor at CHFA and also a certified yoga instructor.

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**Lesa Berryhill** designs and fabricates fine soft furnishings for the home in her Exclusive to the Trade workroom, Berryhill Drapery Designs. Lesa's background in the Fashion Apparel and Custom Upholstery industries lend a unique perspective to each project. Couture details and hand finishing define her designs. For a closer look into Lesa's creative journey please visit <http://berryhilldrapery.blogspot.com>

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**Kelli Chitty** is the owner of Interiors by Kelli, an award-winning design studio specializing in custom window treatments and soft furnishings. Her work has been featured in *Design NJ* magazine, and at national industry conferences. Kelli was appointed to the board of the WCAA Central New Jersey chapter in 2008, and is currently serving as immediate past president. She also serves on the board of directors for the WCAA National organization.

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**Roger Magalhaes** owns Shades IN Place Inc., specializing in window treatment installation and sales. He has been trained by CHF Academy and certified by Hunter Douglas, Somfy and Norman Shutters. Roger is known for his attention to detail and superior customer service. He is a member of WCAA, WAOA and the CHF Forum and can be contacted at [roger@shadesinplace.com](mailto:roger@shadesinplace.com) or visit [www.ShadesInPlace.com](http://www.ShadesInPlace.com)

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**Susan Woodcock** is editor-in-chief of DRAPERY & DESIGN PROFESSIONAL magazine. She was Brand Experience Manager for Rowley Company 2009-2012 and owned Tavern Hill, a custom workroom from 1988 - 2009. Susan has been featured in a series of CHF Academy educational videos and has been published in many books and magazines. She is an instructor for CHF Academy, a member of the WCAA and a WFCP Expert.



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a publication of the  
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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 or a media kit email  
[editor@DDProNetwork.com](mailto:editor@DDProNetwork.com)

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## Creating Digital Storyboards and More



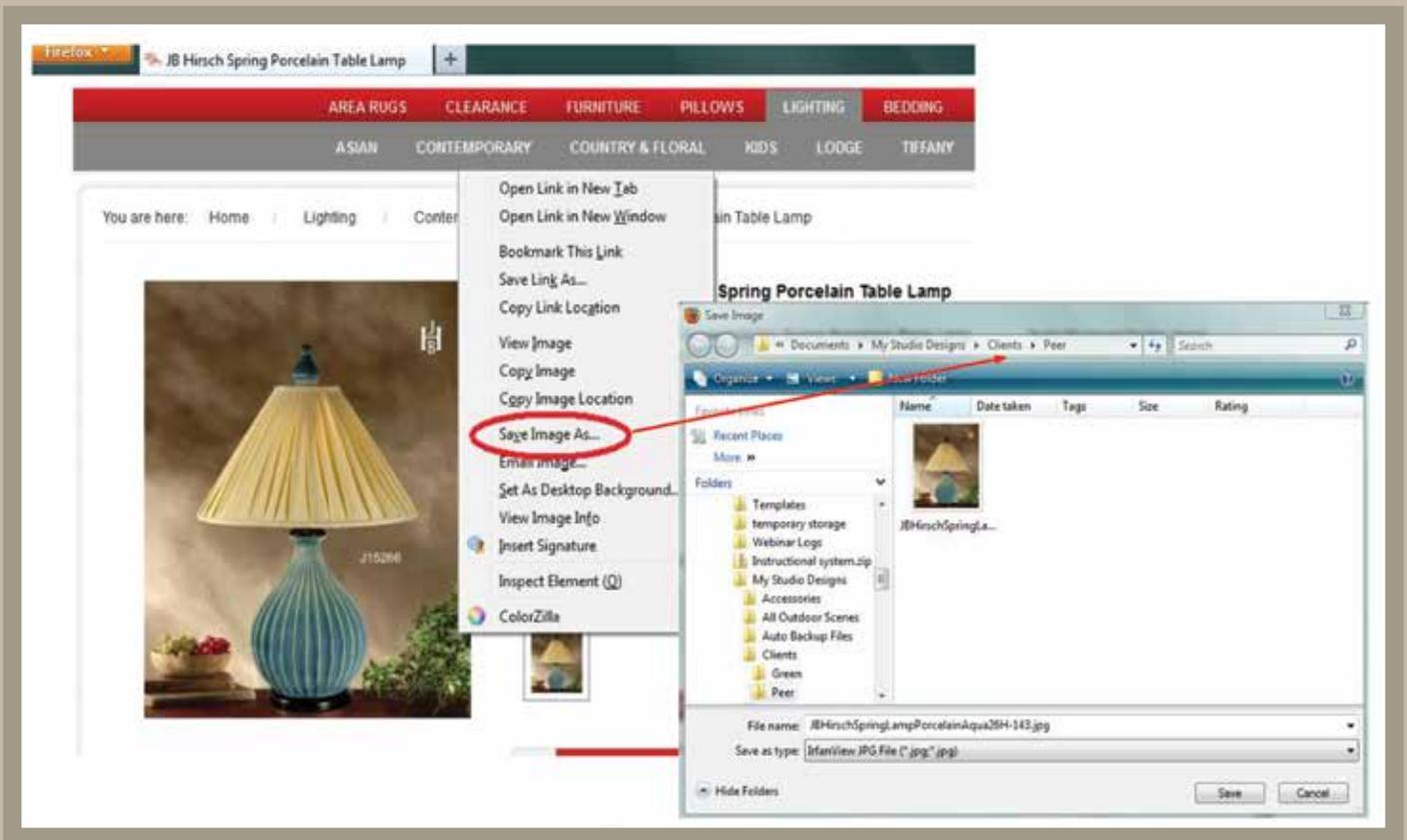
By Merlyn Corcoran  
Marin County, Calif.

A storyboard, like the one shown here, is one of the primary ways to communicate your design concept to your clients. Putting together samples of fabrics and finishes, along with photos of furnishings, helps clients visualize how their rooms will look when completed. With the use of graphic design software such as Minutes Matter Studio and the storyboard module, this process requires much less effort and allows the designer to make the presentation via email for long-distance clients.

Storyboards or mood boards are easy and fun to create in Studio. With dozens of pre-made templates and accessories, the Studio storyboards can be customized

with your branding and logo. (Don't forget to include a copyright tag to remind your client and other designers that your designs are protected by copyright law.)

Add an array of images such as lamps, furniture, fabric swatches, paint chips and more. Samples can be downloaded from your favorite vendors' websites and imported into the Studio program (see the screen shot at the top of the next page). Simply right click on the image and save to your client's folder, noting the vendor, SKU, color, size, price, etc., in the file name. If the right click feature is not an option, use your Snipping Tool in Windows, or the screen capture with a Mac (Command>Shift>4).



Using Studio's storyboard module, you'll have endless possibilities for creating note cards, mood boards, or keepsake scrapbook-style pages of "after" photos. Combine with your renderings and floor plans to present the complete interior design package. Ideas are conveyed quickly — convert the Studio storyboard to an image file and attach to your email — and clients can respond with their acceptance by return email. Whether they're local or across the country, clients will love to receive a customized compilation of the colors, fabrics, and furnishings you've selected to enhance their home.

And we all know that clients change their minds. The best part is no more gnashing of teeth or chewing those colored pencils as we painstakingly rework a drawing. Simply click a few times with your mouse and change the fabrics out or bring in an entirely new color scheme or theme. Just don't let on how effortless it is, or they'll keep coming up with new modifications!

The storyboard can be printed and used as part of your client presentation in person, as well as via email. It's much more portable than a poster-sized board, and you can leave it with the client.

Set yourself apart from your competition with an even more personalized service. Imagine strolling through an art gallery and spotting the perfect painting that compliments the theme and color palette for your client's beach house guest room. You want to get an immediate reaction to your idea before you proceed to purchase, but the client is thousands of miles away. Sure, you can send a photo with your smart phone, but imagine the impression you'll create when you send a photo of your find on a decorative note made especially for her, as with the example on the opposite page). It takes only a few minutes and the result is something so unique your client will want to share it with her friends.

Virtual design, e-décor or online design — whatever you call it — is a service that's becoming an important arm of your interior design practice. Why not use the latest technology to present your most professional image? <



Hi Diane,

I stopped in a gallery on my way to check the progress on your beach house and spotted this lovely painting of Cohasset Common by Joann Chittick. Wouldn't it look amazing on the wall next to the bed in the white guest room with the fabrics we've chosen?

~ Merlyn

